Tompkins County/Cornell Employee Commuter Survey

Phase 2
Downtown Business Employees

Summary Report
February 2006

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1. Purpose

The main purposes of this survey were to understand more clearly how members of the Tompkins County/Cornell community get to work, their use of parking and costs, why they choose one transportation mode over another, and what other options might be considered, if they were available.

The first step in this process was to conduct a countywide survey to determine ways by which the County's transportation infrastructure, including park-and-ride lots, might be adjusted to make movement from home to work and elsewhere easier and more efficient.

> *Definition: Park & Ride consists of parking facilities at transit stations, bus stops and other strategically selected locations, usually at the urban fringe, which facilitate transit and rideshare use. Some facilities include bicycle parking; parking is generally free or significantly less expensive than in urban centers. The Park and Ride facility may be used to drop off commuters – there is no need to park to use the system. Park & Ride facilities are usually implemented by regional transportation or transit agencies. In some cases, existing, underutilized parking (such as a mall parking lot) is designated for Park & Ride use.*

Since the Cornell community represents the largest single group in the county, Phase I of the survey began with data from Cornell employees. The results of Phase I can be found under separate cover. Phase II, reported herein, consisted of a survey among employees in the Downtown Business District.

2. Methodology

Objectives

The Ithaca-Tompkins County Transportation Council and local officials, with its team in Cornell Transportation Services, developed a survey to assess the commuting habits and preferences of workers from Cornell (Phase 1) and those employed in downtown businesses (Phase 2). In particular, it sought to identify how commuters traveled to work – modes and routes used - and to understand commuters' attitudes and willingness to use Park and Ride. A web survey was administered by Survey Research Institute (SRI) at Cornell (see Appendix A).

Sampling

There were multiple sampling strategies used for this Phase of the study. First, many downtown employers provided e-mail addresses for their employees. To help in this endeavor, employers (and employees) were notified about the project via a September 22 press release, an October 6 letter from Mayor Carolyn Peterson and IDP Executive Director Gary Ferguson explaining the project, and an October 7 letter from Fernando de Aragon (Director, Ithaca-Tompkins County Transportation Council) and Yasamin Miller (Director, Survey Research Institute) requesting employee e-mail addresses (see Appendix B).

An invitation e-mail was sent to the individual addresses provided on Monday, November 7, 2005. Additional lists of e-mails were provided by the PI throughout this process – invitations were e-mailed once per week (the Monday following receipt of the additional names) (see Appendix C). Non-responders received up to three reminder e-mails on Mondays through December 12, 2005 (see Appendix D).

For companies that could not or would not provide e-mails for their employees, a list of survey identification numbers was sent to a contact at the organization and these were distributed to their staff (see Appendix C). These individuals did not receive any reminder e-mails. After December 12, 2005, additional reminder e-mails were sent to specific organizations that had particularly low response rates. The overall response rate for the web-administered survey was 50%.

In addition, in an effort to ensure that all downtown employees had the opportunity to participate in the study, a paper survey was distributed, collected and entered into a database by the PI. These responses were then merged with the web responses. In total, there were 1,286 responses to the survey in Phase 2.

Data Analysis

Structure of the Survey Data

The web-based instrument used in this study covered a few major areas: travel time and mode used to travel to work, attitude towards use of public transportation for work, attitude towards Park and Ride, desired features to increase likelihood of using Park and Ride, and household characteristics.

Questions were designed with option choices. Response categories were collapsed where appropriate and all missed responses from those who chose not to answer the question were excluded for the purpose of analyses using that specific question.

Reporting of Results

Presented in this report are frequency of responses by question, t-tests for significant differences in means for continuous control variables (e.g., miles to work, years in current residence), and χ^2 test for significant differences by categorical control variables.

3. Executive Summary

Who participated in the survey? What were the characteristics of their households?

In total, 1,286 downtown employees responded to the survey. Of these respondents:

54% had 1-2 people in their household.

39% had a household income less than $50,000.
17% had a household income of $100,000 or more.

69% lived with other employed person(s).

72% had 2 or more registered cars in their household.
80% had 2 or more registered drivers in their household.

73% were residents of Tompkins County.
77% owned their home.

On average, they have lived at their current residence for 10 years.

342 of those surveyed were non-Tompkins County residents. These respondents:

48% lived in Tompkins County in the past (71% of them more than 5 years ago).

61% lived outside Tompkins County because of housing costs.
38% lived elsewhere because the property taxes are lower.
36% wanted to be near their family/friends.
36% preferred the quality of life in their community.

34% would consider moving to Tompkins County if housing was more affordable.
30% would consider moving to Tompkins County if housing was more available.

81% would want a single-family home if they moved to Tompkins County.
33% would want a rural residence with 10 or more acres of land if they moved to Tompkins County.

46% would want to be in a rural area dominated by forests.
39% would want to live in a traditional village.

During what times are these commuters traveling to and from work and how long does it take?

Of all respondents (1,286 downtown employees):
58% had a commute to work that was 20 minutes or less.
21% had a commute to work that was more than half an hour.

76% arrived and left at the same times nearly every day or have hours that vary occasionally

The largest portion (almost one-half) of those working on weekdays arrived at work between 7:50 and 8:30 a.m.; about one-fifth arrived off-peak (not between 7:00 and 9:00 a.m.).

Nearly one-half left work between 4:20 and 5:00 p.m. on weekdays; roughly one-fifth left work at off-peak times (not between 3:30 and 6:00 p.m.).

What mode of transportation was used by downtown employees?

Of all respondents (1,286 downtown employees):
85% do not always walk, bike or take bus to and from work (*vehicular commuters*).

15% said they do always walk bike or take bus to and from work (*non-vehicular commuters*).

Non-vehicular commuters had lower incomes, were less likely to have other employed person(s) in their household, and had fewer registered cars and licensed drivers in their household.

When asked about the specific mode of transportation used each day in a typical week, the vast majority of respondents drove to and from work – mostly alone, sometimes in a carpool.

Nearly one-half (48%) of the vehicular commuters surveyed parked in private off-street parking lots when they drove.

About one-fifth (18%) of vehicular commuters paid for their own parking, but most of those that remained either had their parking paid for by their employer (34%) or said that no one had to pay (46%).

Slightly more than one-third (37%) of vehicular commuters were using monthly parking passes to pay for parking; only 6% paid daily parking rates.

Why do commuters not take the bus more often and what would encourage them to do so?

Reasons for not taking the bus more often (among 1,084 *vehicular commuters*):

Personal reasons:
46% needed their car for errands or other reasons.
38% liked the independence of having their own car.
32% needed their car for business reasons.
22% needed their car to transport kids to daycare, after school activities, etc.

Service issues:
24% said bus service is not available when they need it.
18% said there is no bus stop nearby.
15% said the bus takes too much time.

If *vehicular commuters'* concerns were addressed (among 1,095 *vehicular commuters*):

21% would take the bus most of the time, particularly concerned about bus service not being available when they need it (72% of these were individuals who only used a vehicle to commute to/from work in a recent typical week – i.e., no bus used at all.)

These individuals had a lower household income and were more likely to be renters.

41% would take the bus some of the time (88% of these were individuals who only used a vehicle to commute to/from work in a recent typical week – i.e., no bus used at all).

38% still would not take the bus under any circumstances.

Factors that would lead to taking the bus more often (among 654 *vehicular commuters* who would consider taking the bus more often):

66% would take it if better bus service was available.
42% would take it if they were guaranteed a ride in an emergency.
33% would take it if the cost of commuting using one's own vehicle increased.
25% would take it if there were additional employer incentives.
18% would take it if they were able to do errands during the commute.

Importance of issues that would encourage use of Park and Ride (among the approximately 400-600 *vehicular commuters* who would consider taking the bus more often):

78% said reaching work on time ranked in the top 3 (out of 7 items) in terms of importance.
44% said the need for a guaranteed ride ranked in the top 3.
43% said having express service ranked in the top 3.
43% said location of parking ranked in the top 3.

The following represents the extent to which different approach routes were used by *vehicular commuters* who would consider taking the bus more often. In addition, the leading specific Park and Ride (PNR) locations that were of greatest interest for each approach route are listed:

(*NOTE: The % shown for each potential PNR location represents the % of those approaching from that route.)*

19% (128 people) approached from the Northeast (Cortland/Dryden – Routes 13/366).
<u>Of these, the most preferred PNR locations were:</u>
23% Village of Dryden
20% NYSEG

18% (123 people) approached from the North (Lansing – Routes 34 and 34B, Triphammer Road, or Warren Road).
<u>Of these, the most preferred PNR locations were:</u>
24% Vicinity of Warren Road and Route 13
21% Pyramid Mall vicinity (including Triphammer Mall, Cayuga Heights/Community Corners

16% (105 people) approached from the Northwest (Trumansburg – Route 96).
<u>Of these, the most preferred PNR locations were:</u>
47% Village of Trumansburg.
21% Hamlet of Jacksonville
18% Route 89 at Taughannock State Park (only asked in Phase 2)
17% Vicinity of the Cayuga Medical Center and PRI

13% (91 people) approached from the Southeast (Caroline – Route 79).
<u>Of these, the most preferred PNR locations were:</u>
18% Village of Brooktondale (only asked in Phase 2)
15% Bethel Grove/Route 79

12% (81 people) approached from the South (Danby – Route 96B).
<u>Of these, the most preferred PNR locations were:</u>
32% Ithaca College
31% Hamlet of Danby

11% (77 people) approached from the South (Newfield/Van Etten – Routes 13/34/96).
<u>Of these, the most preferred PNR locations were:</u>
21% Near the border with Tioga County (Route 34/96)
18% Hamlet of Newfield

11% (76 people) approached from the West (Mecklenburg – Route 79):
<u>Of these, the most preferred PNR locations were:</u>
24% West End (only asked in Phase 2)
21% Vicinity of Route 79/SR-327 intersection
18% Vicinity of Route 79/West Haven Road intersection

How important is having retail and services at Park and Ride facilities?

Of 619 *vehicular commuters* who said they would consider taking the bus more often in the future if their concerns were addressed:

13% said having retail and services was very important and would make them consider using Park and Ride.
52% said it was important and would be convenient, but not a factor in their decision.
35% said it was not an important to their decision.

Types of stores and services preferred at Park and Ride facilities (among 560 *vehicular commuters* who would consider using the bus more often):

69% Grocery/Convenience store (1st, 2nd or 3rd choice)
46% Coffee shop
46% Gas station
37% Bank

4. Results

4.1 Demographics

In order to help better understand respondents' perspectives, they were asked to report several descriptive characteristics about their households. (See Tables 1 and 2.)

Overall, more than one-half (54%) of the households surveyed had one or two people, more than one-third (39%) had three or four people and only about one out of twenty (7%) respondents lived in households with five or more people.

A wide range of income levels were surveyed, with approximately four out of ten (39%) having a total household income less than $50,000, about one-fourth (26%) earning $50,000 to $74,999, almost one-fifth (19%) earning $75,000 to $99,999 and nearly one-fifth (17%) earning $100,000 or more.

More than two-thirds (69%) of these commuters had other employed people in their household.

The vast majority had two or more registered cars (72%) and two or more licensed drivers (80%) in their household.

On average, these downtown employees had been living in their current residence for 10 years and more than three-fourths (77%) owned their residence.

Nearly three-fourths (73%) of those surveyed were current residents of Tompkins County.

- Of those not currently living in Tompkins County, nearly one-half (48%) have lived in Tompkins County in the past – most (71%) more than 5 years ago.

Table 1.

Demographic Characteristics of Households

Characteristic	**% of Respondents**
Household size	% *Base N=1,249*
1-2 persons	54.1
3-4 persons	38.7
5+ persons	7.2
Household income	% *Base N=1,141*
Less than $25,000	10.5
$25,000 - $49,999	28.0
$50,000 - $74,999	25.7
$75,000 - $99,999	18.8
$100,000 or more	17.1
Other employed person(s)	% *Base N=1,261*
Yes	69.4
No	30.6
Number of registered cars	% *Base N=1,259*
0	3.3
1	24.5
2	48.8
3	17.9
4 or more	5.6
Number of licensed drivers	% *Base N=1,249*
0	1.3
1	19.2
2	64.4
3	11.0
4 or more	4.2
Resident of Tompkins County	% *Base N=1,286*
Yes	73.4
No	26.6
Ever lived in Tompkins County	% *Base N=339*
Yes	47.5
No	52.5

Table 2.

Additional Characteristics of Households

Characteristic	**% of Respondents**
Years at current residence	Years *Base N=1,240*
Mean	10
Standard Deviation	10
Min	Less than 1
Max	58
Rent or own residence	% *Base N=1,232*
Rent	22.7
Own	77.3

The leading reason given for living outside of Tompkins County was that housing is less expensive (61%). Roughly one-third said they live elsewhere because the property taxes are lower (38%), they wanted to be closer to family and friends (36%), and/or they preferred the quality of life where they live (36%). About one-fifth cited their spouse's or partner's job (23%) and/or a preference for the schools (23%) as the reason for living outside Tompkins County.

More than one-third (34%) said that if housing were more *affordable* in Tompkins County, they would consider moving closer to where they work. Three out of ten (30%) of these downtown employees said they would consider moving closer to work if housing were more *available*.

When asked what type of *housing* they would be interested in if they ever moved to Tompkins County (with multiple responses allowed), the vast majority (81%) said they would want a single family residence and one-third (33%) picked a rural residence with 10 or more acres of land. (See Chart A.)

In terms of the type of *area* they would like to live in if they moved to Tompkins County (again, with multiple responses allowed), almost one-half (46%) picked a rural area dominated by forests and nearly four out of ten (39%) said they would want to live in or adjacent to a traditional village (e.g., Groton, Dryden, Freeville, Trumansburg). About one-third said they would be interested in a rural area dominated by farms (35%) and/or in or adjacent to a suburban village (e.g., Lansing, Cayuga Heights) (33%), and roughly one-fourth reported that they would want to be in or adjacent to a rural hamlet (e.g., Brooktondale, Danby, McLean, Jacksonville) (27%), in a suburban area (25%), and/or in or adjacent to a city neighborhood (e.g., Fall Creek, Belle Sherman (23%). (See Chart B.)

Chart A.

Type of Housing Would be Interested In

(among non-Tompkins County residents, multiple responses allowed)

Base N=117

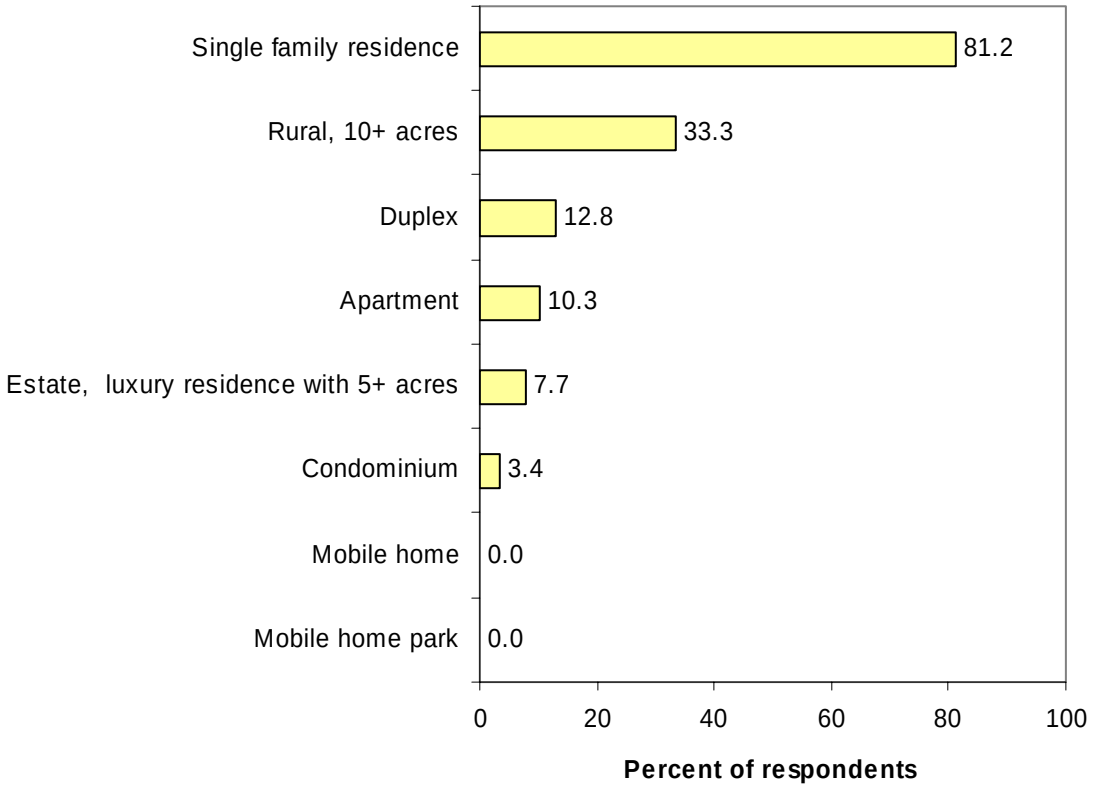
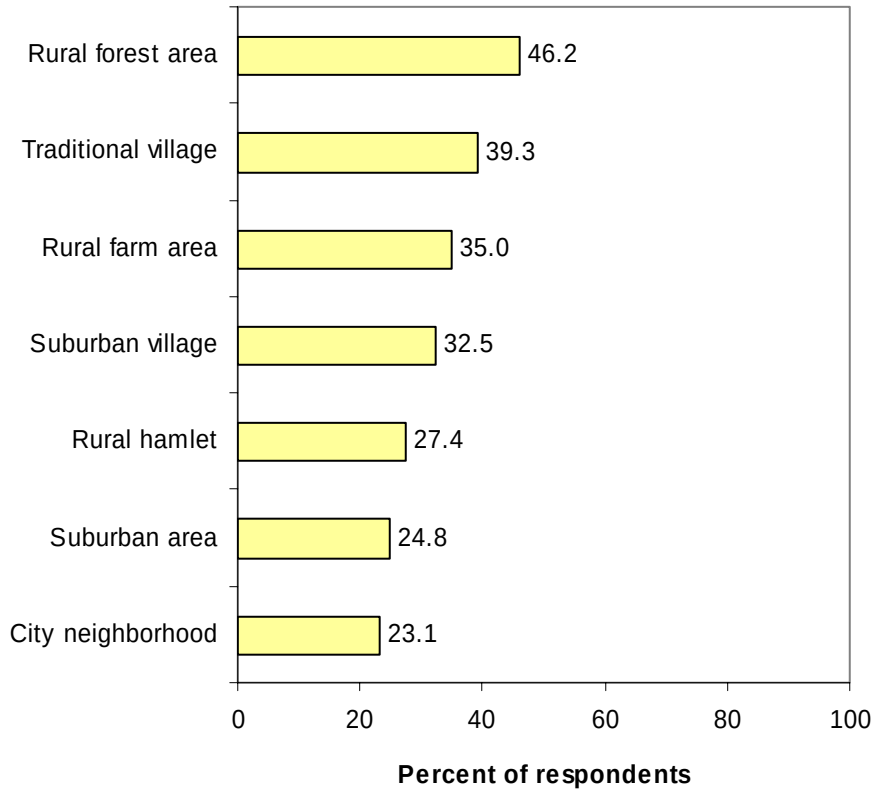


Chart B.

Type of Area Would be Interested In

(among non-Tompkins County residents, multiple responses allowed)

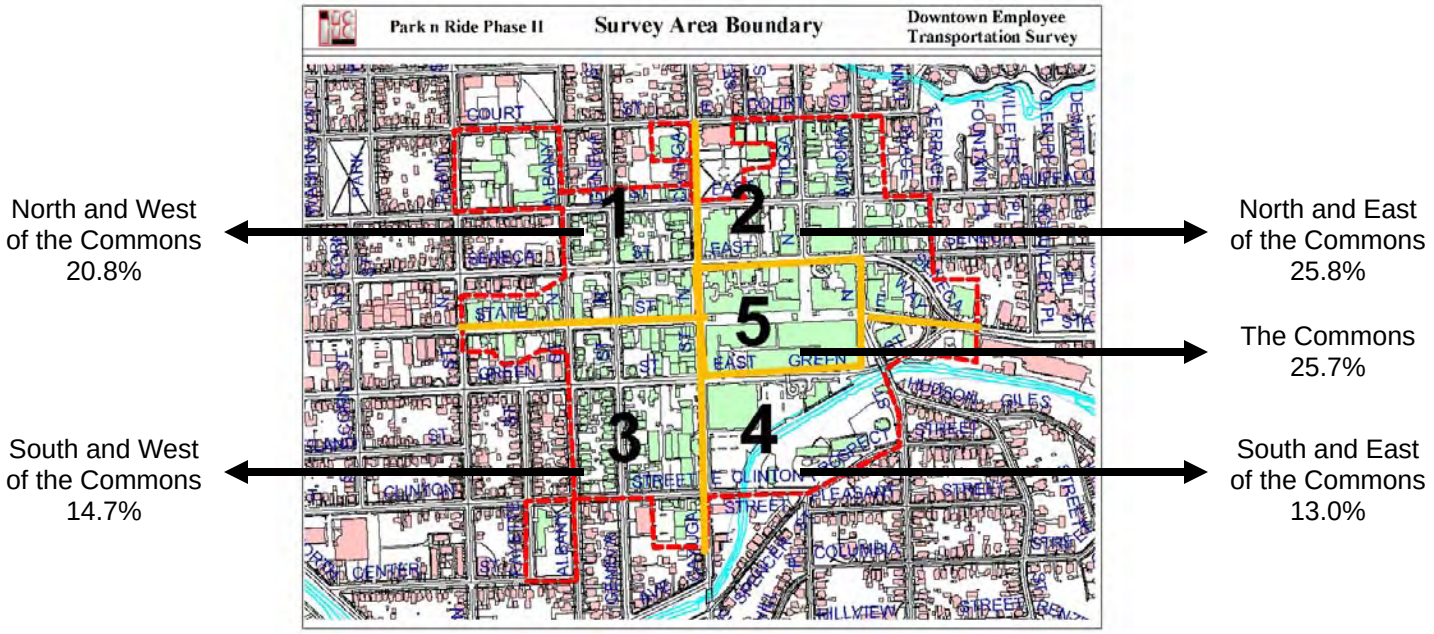
Base N=117



And finally, for this Phase of the study, employees were asked to specify where downtown they work. Just over one-fourth worked on The Commons (26%) and nearly one-half (47%) worked north of The Commons. Slightly more than one-fourth (28%) worked south of The Commons. (See Chart C.)

Chart C.

Where Employees Work Downtown



4.2 Timing of Commute

Respondents provided two different measures to help understand the extent of their commute. First, they selected a response in terms of minutes (how many minutes it usually took them to get to and from work, with response options provided in 5-minute ranges). Then, they were asked to write in the actual number of miles from their home to work.

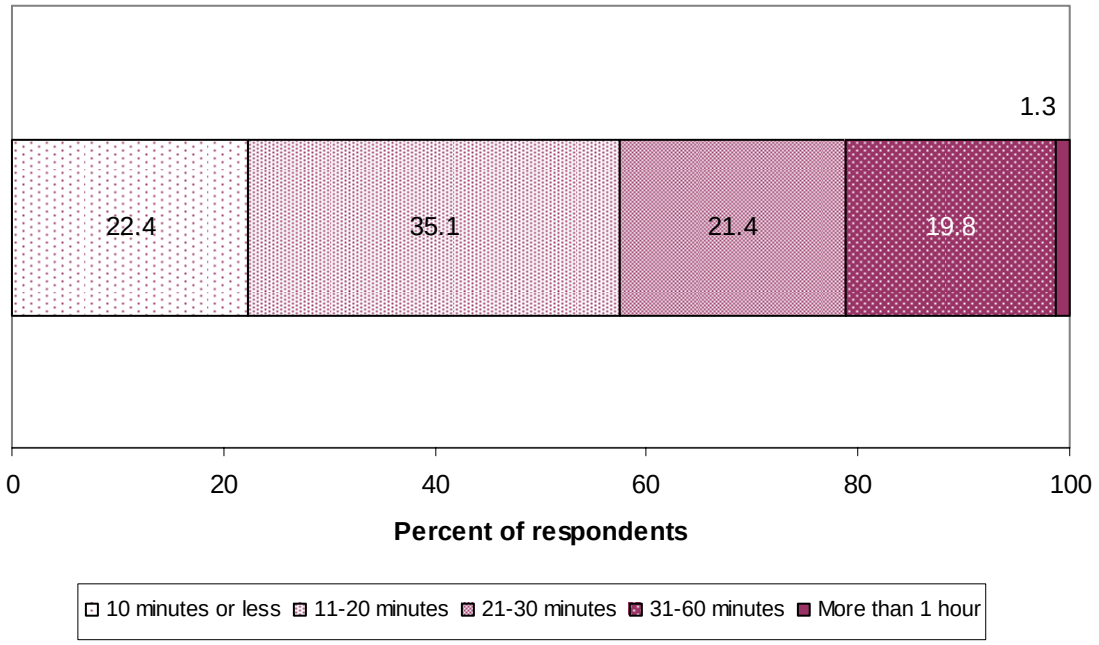
For about one-fifth (22%) of those surveyed, the commute from home to their downtown place of employment took 10 minutes or less. Slightly more than one-third (35%) said it took them 11 to 20 minutes to get to work, about one-fifth (21%) were en route for 21 to 30 minutes and another one-fifth (20%) spent more than 30 minutes but less than an hour to get to work. Only a small fraction (1%) traveled more than an hour to get to their job. (See Chart 1.)

More than one-third (36%) of those surveyed worked 5 or fewer miles from home. About one-fifth (21%) had a 6-10 mile commute and roughly the same proportion (23%) traveled 11-20 miles to work. About one out of ten (13%) commuted 21-30 miles and 7% travel 31 miles or more. The shortest distance to work reported was 1 mile (14%, or 175 people out of 1,274 answering) and the longest was more than 120 miles (<1%, or 1 person out of 1,274 answering; 5 people reported a distance of 61 miles or more). The median distance reported was approximately 9 miles.

Chart 1.

Length of Commute in Minutes

Base N=1,283

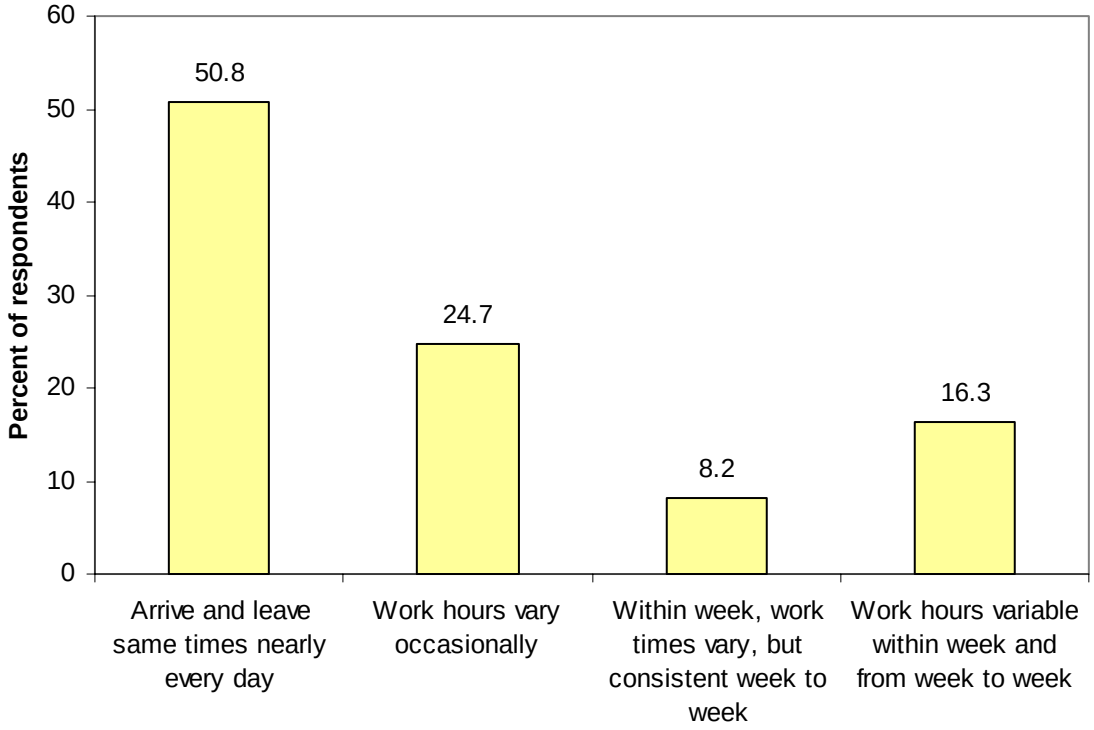


Employees were asked whether their work hours varied or were consistent, both within the week and from week to week.

Most (76%) of the downtown employees surveyed had consistent work schedules – 51% arrived and left work at the same time nearly every day and 25% said that their work hours varied only occasionally. However, a sizable minority (16%) of these commuters said that their schedule was completely inconsistent and can vary within a week and from week to week. And, another 8% said that even though their schedule was consistent from week to week, it could vary from day to day within the week. (See Chart 2.)

Chart 2.

Distribution of Variability of Work Hours
Base N=1,278



Using 5-minute ranges as response options, respondents selected the approximate time that they arrived at work and left work. Because many reported having schedules that varied, they provided this information for each day of the week.

Nearly one-half of these commuters arrived at work between 7:50 a.m. and 8:30 a.m. each weekday morning that they worked, with little variation from day to day. About one-fifth arrived between 7:00 a.m. and 7:45 a.m. Monday through Friday and about one out of seven arrived between 8:35 and 9:00 a.m. regardless of the day. During the week, approximately one-fifth of these commuters were getting to work at off-peak times (i.e., not between 7:00 a.m. and 9:00 a.m.). This number jumped dramatically among weekend workers, where the majority (64% on Saturdays and 77% on Sundays) were getting to work at other times of the day. (See Table 3a1.)

The actual number of people (out of the 1,286 surveyed) traveling at different times during the typical weekday morning commute to work is shown in Table 3a2.

Table 3a1.

Time Arrived at Work in a Recent Typical Week, by Day (Percent of Employees)
(among those who worked that day)

Time of Day	Day of the Week (Percent of Employees)						
	Mon *Base N= 1,187*	Tue *Base N= 1,204*	Wed *Base N= 1,192*	Thu *Base N= 1,199*	Fri *Base N= 1,172*	Sat *Base N= 159*	Sun *Base N= 111*
7:00 – 7:15 am	6.7	6.5	6.7	6.3	6.8	4.4	4.5
7:20 – 7:30 am	9.2	9.5	9.3	8.8	8.4	1.3	2.7
7:35 – 7:45 am	4.4	4.1	4.2	4.3	3.9	.6	0
7:50 – 8:00 am	22.0	22.0	21.5	22.0	21.9	10.7	9.0
8:05 – 8:15 am	6.1	6.2	6.3	6.1	6.1	.6	.9
8:20 – 8:30 am	18.5	18.4	18.3	19.0	17.8	5.0	1.8
8:35 – 8:45 am	3.3	3.6	3.3	3.4	3.6	1.3	.9
8:50 – 9:00 am	9.3	10.1	9.7	9.8	10.8	12.0	3.6
Any other time	20.6	19.7	20.7	20.3	20.7	64.2	76.6

Table 3a2.

Time Arrived at Work in a Recent Typical Week, by Day (Number of Employees)

(among those who worked that day)

Time of Day	Day of the Week (Number of Employees)						
	Mon *Base N= 1,187*	Tue *Base N= 1,204*	Wed *Base N= 1,192*	Thu *Base N= 1,199*	Fri *Base N= 1,172*	Sat *Base N= 159*	Sun *Base N= 111*
7:00 – 7:15 am	80	78	80	76	80	7	5
7:20 – 7:30 am	109	114	111	106	98	2	3
7:35 – 7:45 am	52	49	50	51	46	1	0
7:50 – 8:00 am	261	265	256	264	257	17	10
8:05 – 8:15 am	72	75	75	73	72	1	1
8:20 – 8:30 am	220	222	218	228	209	8	2
8:35 – 8:45 am	39	43	39	41	42	2	1
8:50 – 9:00 am	110	121	116	117	126	19	4
Any other time	244	237	247	243	242	102	85

The typical time downtown employees left their jobs on the days they worked also varied, but the majority typically left between 3:30 p.m. and 6:00 p.m. on weekdays. The most common times people left work were 4:50 p.m. to 5:00 p.m. (almost one-fourth on most days during the week), followed by 4:20 p.m. to 4:30 p.m. (almost one-fifth), 3:50 p.m. to 4:00 p.m. (about one out of ten), and 5:20 p.m. to 5:30 (almost one out of ten). As with arrival times, during the week, a sizable portion (about one-fifth) of these commuters left work at off-peak times (i.e., in this case, not between 3:30 p.m. and 6:00 p.m.). Again, this number jumped dramatically among weekend workers, when more than twice as many (57% on Saturdays and 54% on Sundays) were leaving work at other times of the day. (See Table 3b1.)

The actual number of people (out of the 1,286 surveyed) traveling at different times during the typical weekday evening commute home from work is shown in Table 3b2.

Table 3b1.

Time Left Work in a Recent Typical Week, by Day (Percent of Employees)
(among those who worked that day)

Time of Day	Day of the Week (Percent of Employees)						
	Mon *Base N= 1,176*	Tue *Base N= 1,201*	Wed *Base N= 1,185*	Thu *Base N= 1,192*	Fri *Base N= 1,170*	Sat *Base N= 159*	Sun *Base N= 109*
3:30 – 3:45 pm	4.3	4.2	4.1	3.9	3.9	0	2.8
3:50 – 4:00 pm	9.3	9.2	9.1	9.6	10.0	8.8	9.2
4:05 – 4:15 pm	1.6	1.8	1.4	1.4	1.7	.6	0
4:20 – 4:30 pm	18.5	18.2	18.4	17.9	18.7	3.8	1.8
4:35 – 4:45 pm	3.6	3.2	3.5	3.3	3.3	0	0
4:50 – 5:00 pm	24.5	23.2	23.1	23.4	22.3	14.5	23.9
5:05 – 5:15 pm	4.9	4.2	4.1	4.3	5.0	0	1.8
5:20 – 5:30 pm	7.9	7.7	8.6	8.1	7.5	3.8	1.8
5:35 – 5:45 pm	1.4	2.0	1.3	1.8	1.4	0	0
5:50 – 6:00 pm	7.5	6.2	7.7	7.2	5.7	12.0	4.6
Any other time	16.8	20.3	18.8	19.3	20.4	56.6	54.1

Table 3b2.

Time Left Work in a Recent Typical Week, by Day (Number of Employees)

(among those who worked that day)

Time of Day	Day of the Week (Percent of Employees)						
	Mon *Base N= 1,176*	Tue *Base N= 1,201*	Wed *Base N= 1,185*	Thu *Base N= 1,192*	Fri *Base N= 1,170*	Sat *Base N= 159*	Sun *Base N= 109*
3:30 – 3:45 pm	50	50	48	46	46	0	3
3:50 – 4:00 pm	109	111	108	114	117	14	10
4:05 – 4:15 pm	19	21	17	17	20	1	0
4:20 – 4:30 pm	217	218	218	213	219	6	2
4:35 – 4:45 pm	42	38	41	39	39	0	0
4:50 – 5:00 pm	288	278	274	279	261	23	26
5:05 – 5:15 pm	57	50	48	51	58	0	2
5:20 – 5:30 pm	93	92	102	96	88	6	2
5:35 – 5:45 pm	16	24	15	21	16	0	0
5:50 – 6:00 pm	88	75	91	86	67	19	5
Any other time	197	244	223	230	239	90	59

4.3 Mode of Transportation

In order to understand current mindsets with regard to using public transportation (or, rather, *not* using one's vehicle to commute to work), employees were asked if they always walk, bike or take the bus to work.

Overall, about one out of seven (15%) of those surveyed say that they always walk, bike or take the bus to work – for the remainder of this report, these individuals will be referred to as "non-vehicular" commuters. Conversely, this means that the vast majority (85%) are either always or at least sometimes driving to work – referred to as "vehicular" commuters. (See Chart 3.)

- Non-vehicular commuters were significantly more likely to come from households:
  - That were lower income
  - Where they were the only employed person
  - Where there was only one or fewer registered cars and licensed drivers

  (See Table 4.)

- Non-vehicular commuters had a slightly shorter commute, on average (7 miles vs. 11 miles).
- Non-vehicular commuters who were non-Tompkins County residents have lived in their current home for less time, on average (8 years vs. 10 years for vehicular non-Tompkins County residents).

Chart 3.

Current Use of Transit for Commuting to Work

Base N=1,286

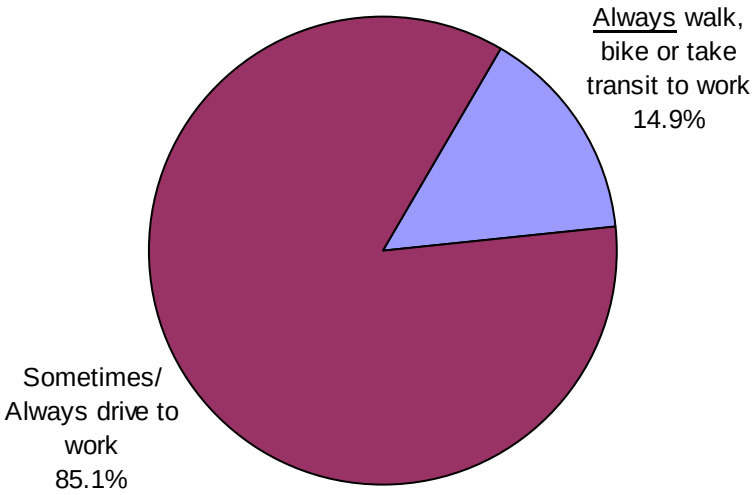


Table 4.

Demographic Characteristics of Households, by Current Transit Use

Characteristic	Always walk, bike, transit	
	No	Yes
Household size	% *Base N=1,066*	% *Base N=183*
1-2 persons	53.3	59.0
3-4 persons	39.4	34.4
5+ persons	7.3	6.6
Household income	% *Base N=966*	% *Base N=175*
Less than $25,000	7.0	**29.7**
$25,000 - $49,999	27.3	31.4
$50,000 - $74,999	26.6	20.6
$75,000 - $99,999	20.1	11.4
$100,000 or more	**18.9**	6.9
Other employed person(s)	% *Base N=1,075*	% *Base N=186*
Yes	**71.4**	58.1
No	28.7	**41.9**
Number of registered cars	% *Base N=1,076*	% *Base N=183*
0	0.5	**19.7**
1	21.8	**39.9**
2	**52.2**	28.4
3	**19.4**	8.7
4 or more	6.0	3.3
Number of licensed drivers	% *Base N=1,065*	% *Base N=184*
0	0.2	7.6
1	17.6	**28.8**
2	**67.6**	45.7
3	10.6	13.0
4 or more	4.0	4.9
Resident of Tompkins County	% *Base N=1,095*	% *Base N=191*
Yes	71.2	**85.9**
No	**28.8**	14.1

Note: numbers in bold indicate there is a statistically significant difference in the proportions across the groups at the 5% level.

Because it could change from day to day, the specific mode of transportation used was selected by respondents for each day of the week in a "recent typical week."

Though some people might have taken different modes of transportation on different days, in general there were extremely consistent patterns in the modes used. By far, the largest number (more than 70%) of those surveyed used their own vehicle (car, motorcycle, scooter) to get to and from work. After that, about one out of ten bicycled, walked or jogged to work and nearly as many carpooled (rode or drove). Only about one out of twenty took public transportation – either solely or in conjunction with another mode (e.g., drove then took the bus, bike and bus, walk and bus). Of those who worked on the weekends, most drove themselves to and from work and a few bicycled, walked or jogged. Only a small fraction used any other mode of transportation. (See Tables 5a1 and 5b1.) For the actual number of people (out of the 1,286 surveyed) using the different modes of transportation to and from work, see Tables 5a2 and 5b2.

Table 5a1.

Mode of Transportation to Work in a Recent Typical Week, by Day (%)

Mode	Day of the Week (%)						
	Mon *Base N= 1,261*	Tue *Base N= 1,274*	Wed *Base N= 1,269*	Thu *Base N= 1,269*	Fri *Base N= 1,266*	Sat *Base N= 527*	Sun *Base N= 498*
Drove alone	72.6	72.1	72.3	72.4	73.0	24.3	16.1
Carpool	8.4	10.1	9.0	9.4	8.7	2.9	2.2
Public transportation only or combined	5.5	5.7	5.2	5.2	4.7	1.7	1.2
Bicycled/Walked/Jogged	9.4	9.5	9.7	10.1	9.2	7.8	7.2
Worked from home/Other	0	0	0	.1	.1	0	.4
Did not work	4.0	7.6	3.8	2.8	4.4	63.4	72.9

Table 5a2.

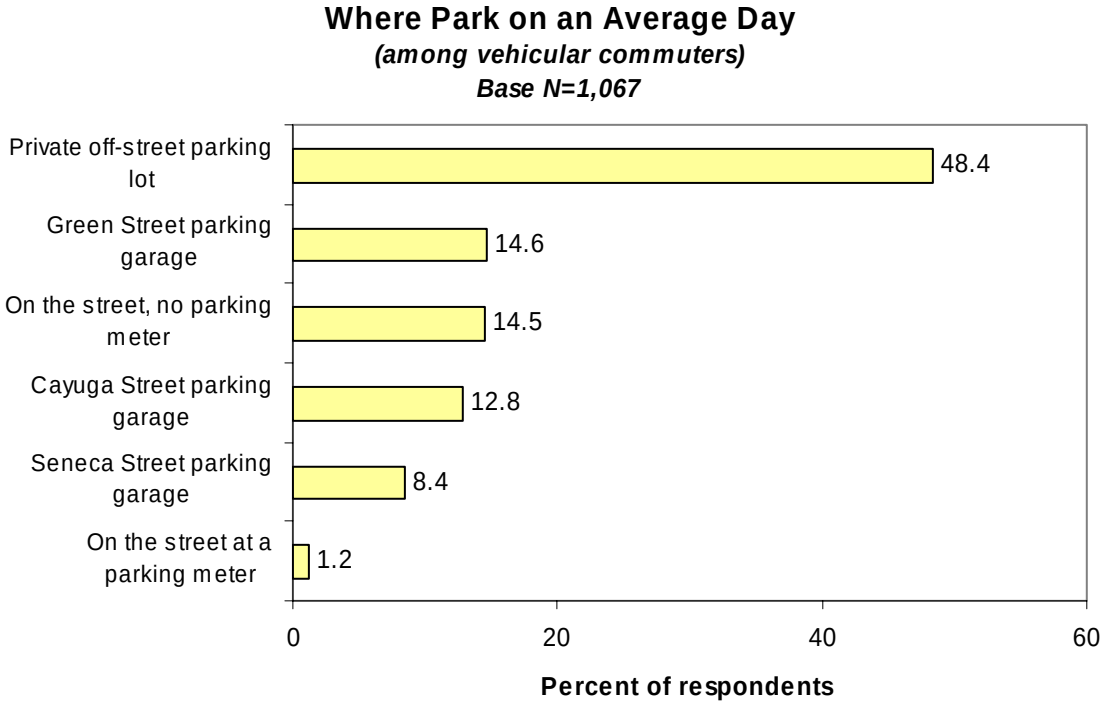
Mode of Transportation to Work in a Recent Typical Week, by Day (N)

Mode	Day of the Week (N)						
	Mon *Base N= 1,261*	Tue *Base N= 1,274*	Wed *Base N= 1,269*	Thu *Base N= 1,269*	Fri *Base N= 1,266*	Sat *Base N= 527*	Sun *Base N= 498*
Drove alone	916	919	918	919	924	128	80
Carpool	106	128	114	119	110	15	11
Public transportation only or combined	69	73	66	66	59	9	6
Bicycled/Walked/Jogged	119	121	123	128	116	41	36
Worked from home/Other	0	0	0	1	1	0	2
Did not work	51	33	48	36	56	334	363

Downtown employees who said they drive at least some of the time were asked where they park downtown on an average day. Only one response was permitted.

By far, the largest proportion (48%) of the vehicular commuters surveyed said they park in a private off-street parking lot. Slightly more people use the Green Street parking garage (15%) than the Cayuga Street parking garage (13%). Fewer than one out of ten (8%) use the Seneca Street parking garage. Only 1% typically park on the street at a parking meter while they are working, but 15% said they park on the street where there is no parking meter. (See Chart 3a.)

Chart 3a.



Next, downtown employees were asked who paid for their parking and whether it was paid with a monthly parking pass or daily parking rate.

Many (46%) vehicular commuters reported that nobody paid for their parking. However, more than one-third (34%) said that their employer paid for all of it. Nearly one out of five (18%) had to pay for parking themselves. Only a fraction split the cost with their employer (2%) or shared the cost with a carpool (1%). (See Chart 3b.) As far as how the parking is paid, nearly four out of ten (37%) used a monthly parking pass while only 6% paid a daily parking rate. (See Chart 3c.)

Chart 3b.

Who Pays for Parking

(among vehicular commuters)

Base N=1,074

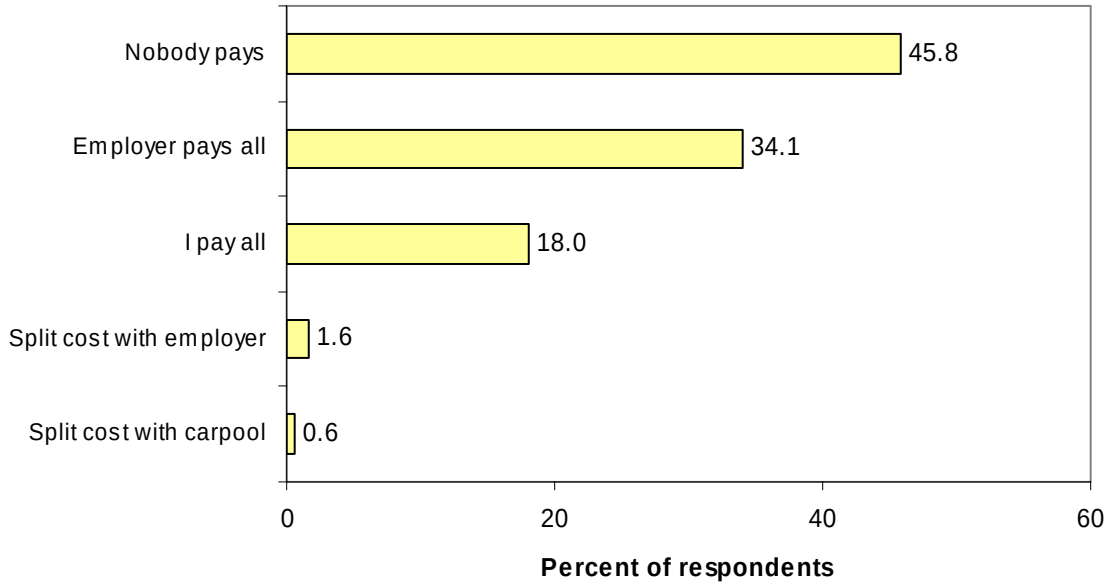
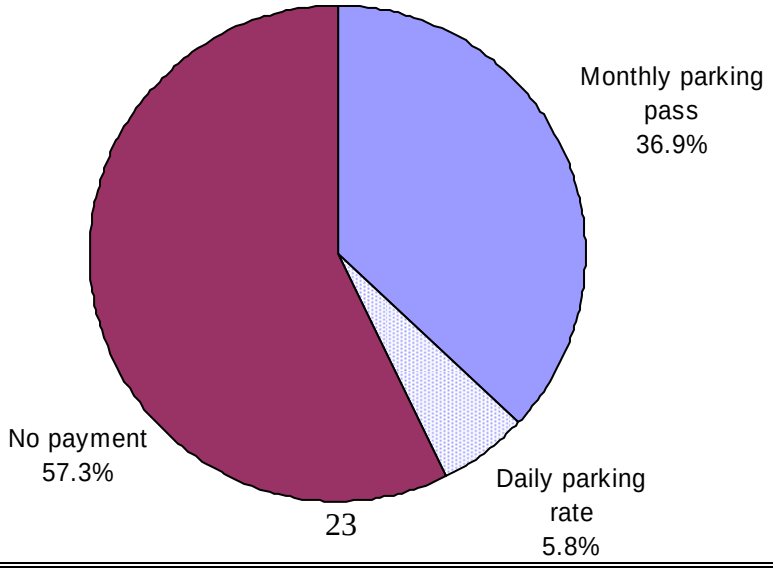


Chart 3c.

How Parking is Paid

(among vehicular commuters)

Base N=904



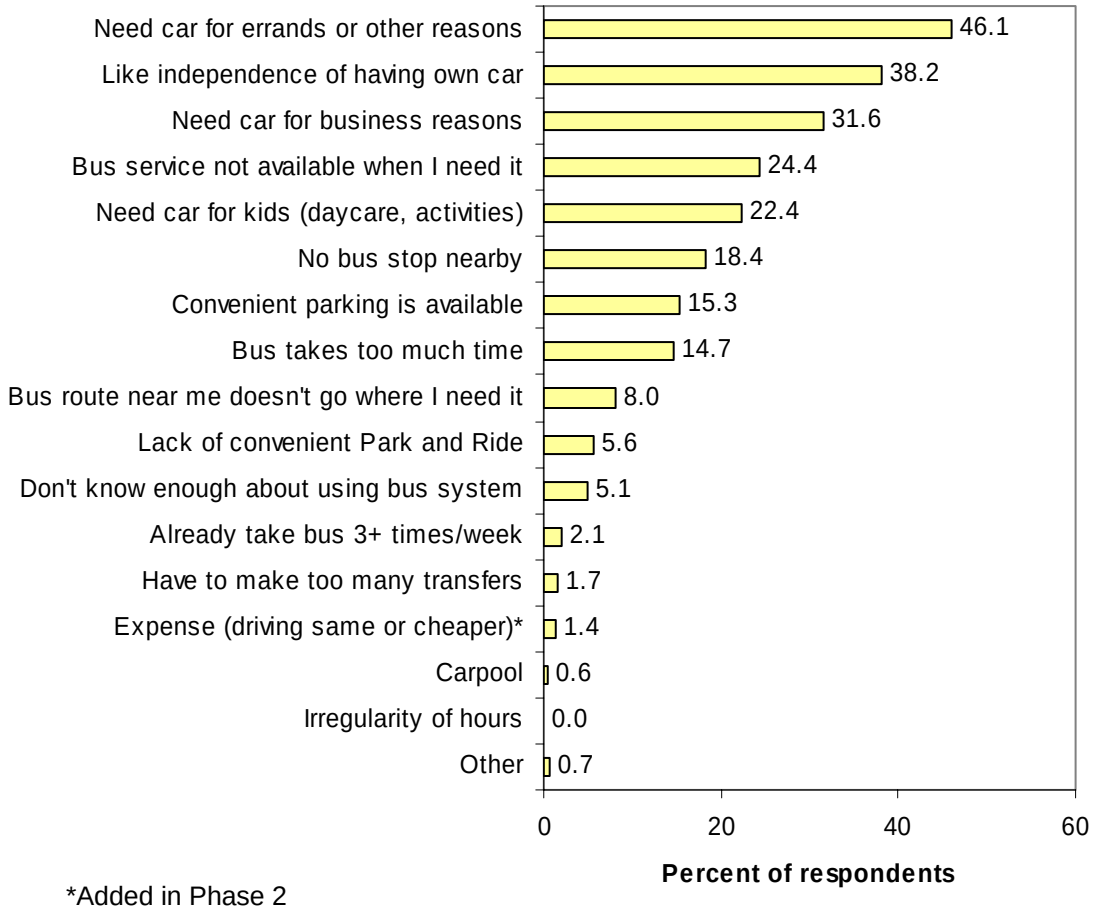
4.4 Factors Related to Bus Use

For the remainder of the survey, interest in Park and Ride was asked only of the vehicular commuters – those who represented the "untapped (or under-tapped) market" for public transportation.
First, these vehicular commuters were given a list of possible choices (as well as the chance to specify "other" reasons) to explain why they did not take the bus more often. Each person was asked to give up to three reasons.

Personal preferences topped the list, with nearly one-half (46%) of these downtown employees saying that they need their car for errands or other reasons. Note that these "other" reasons should not have included responsibilities related to kids (e.g., daycare, after school activities), as this was a separate option which about one-fourth (22%) checked as a reason for not taking the bus more often. More than one-third (38%) of these workers said they just like the independence of having their own car and nearly one-third (32%) said they needed their car for business reasons. Meanwhile, the most common explanations related to bus service included service not being available when they need it (24%), not having a bus stop nearby (18%), and the bus taking too much time (15%). (See Chart 4.)

Chart 4.

Reason for Not Taking Transit More Often
(among vehicular commuters; up to three responses allowed)
Base N=1,084



*Added in Phase 2

4.5 Interest in Park and Ride

Then, vehicular commuters were asked if their concerns could be addressed, how much consideration they would give to taking the bus to work.

Out of 1,095 respondents, 38% (416 people) said they would not take the bus under any circumstances, but 41% (448 people) said they would take the bus some of the time (while 45 of these individuals were taking the bus some of the time already, 393 reported that in a recent typical week they only used vehicular means of transportation – i.e., no bus whatsoever). Importantly, 21% (231 people) said they would take the bus most of the time if they concerns were alleviated (of this, 166 people reported that in a recent typical week they only used vehicular means of transportation). (See Chart 5.)

- Those who might take the bus *most* of the time in the future if their concerns were addressed were significantly more likely to come from households: (See Table 6.)
  - That were lower income
  - That were renters

- Those who might take the bus *some* of the time in the future if their concerns were addressed were significantly more likely to come from households: (See Table 6.)
  - That had a higher household income

It is important to understand these individuals' future intentions in light of the issues that prevented them from taking the bus more often in the first place. (See Chart 5a.)

- Those who said they would take the bus *most* of the time if their concerns were addressed were more likely than those who would sometimes or never take the bus to have said that they do not currently take the bus more often because:
  - Bus service is not available when they need it
  - They already take the bus at least three days a week

- Those who said they would *never* take the bus, even if their concerns were addressed, were more likely than those who would consider taking the bus more often to have said that they do not currently take the bus more often because:
  - They like the independence of having their own car
  - They need their car for errands or other reasons
  - They need their car for business reasons
  - They need their car to take kids to/from daycare or before/after school

Chart 5.

Consideration Given to Taking Transit if Concerns Were Addressed

(among vehicular commuters)

Base N=1,095

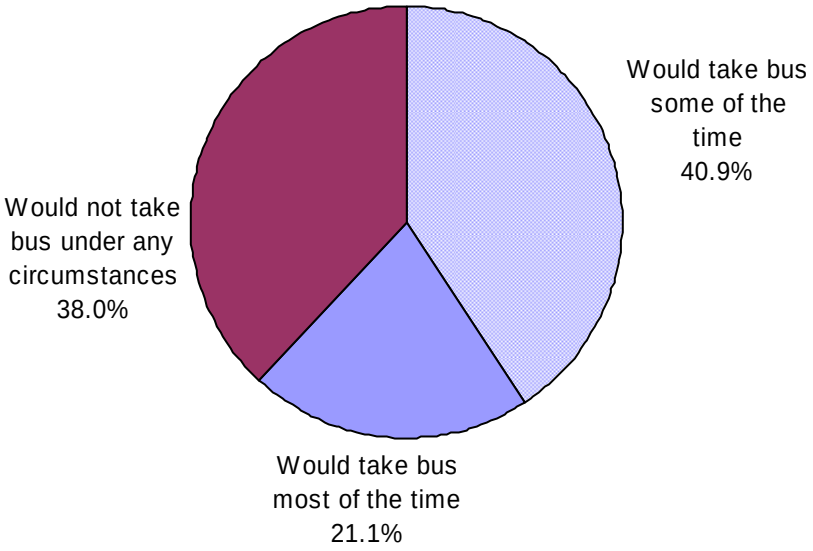


Table 6.

Demographic Characteristics of Households, by Future Transit Use

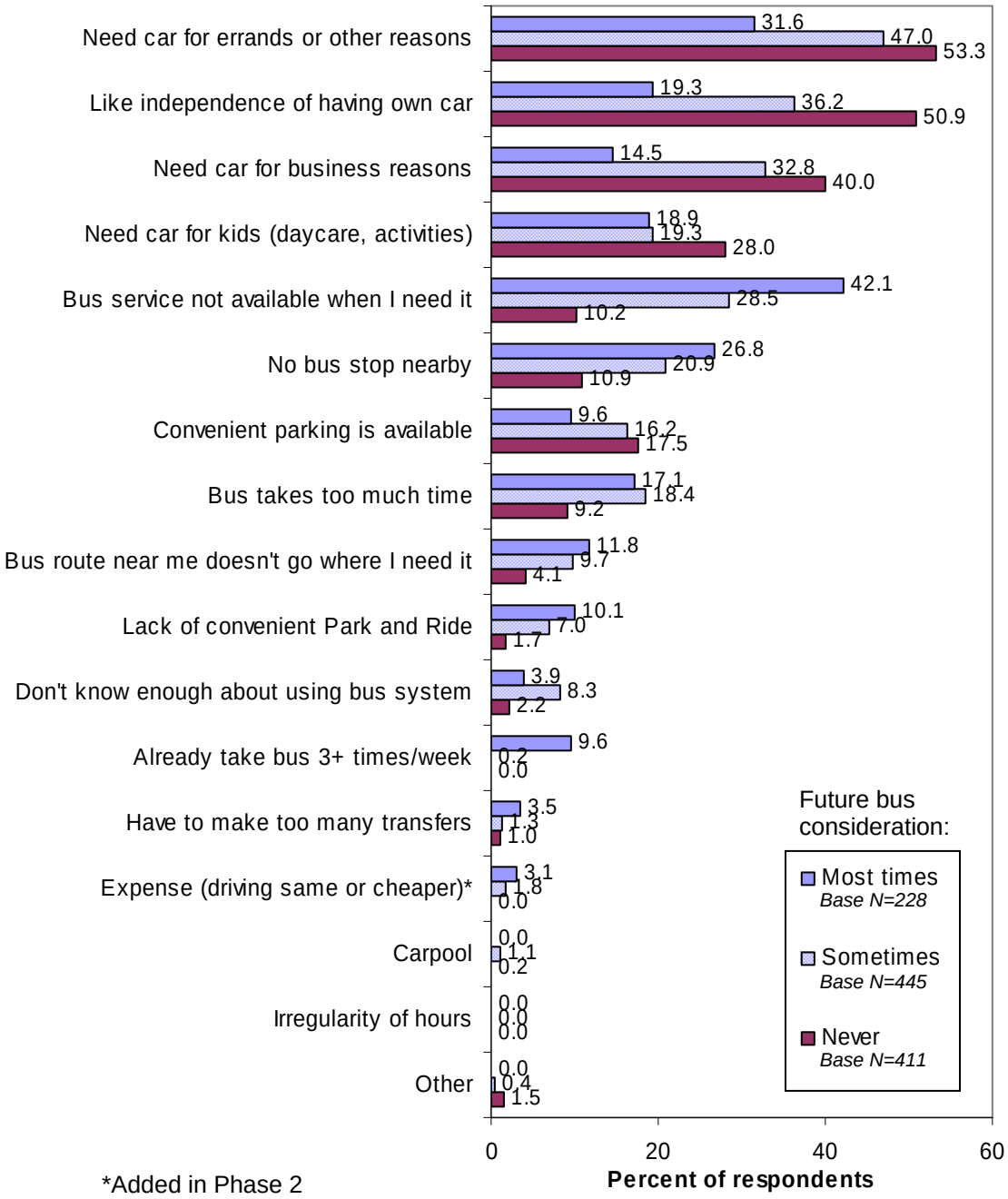
Characteristic	Would consider transit if issues addressed		
	Some of the time	Most of the time	Never
Household size	% *Base N=440*	% *Base N=227*	% *Base N=399*
1-2 persons	56.4	49.8	51.9
3-4 persons	37.1	42.3	40.4
5+ persons	6.6	7.9	7.8
Household income	% *Base N=392*	% *Base N=210*	% *Base N=364*
Less than $25,000	7.7	8.6	5.5
$25,000 - $49,999	25.5	**35.2**	24.7
$50,000 - $74,999	25.0	29.1	26.9
$75,000 - $99,999	22.2	19.1	18.4
$100,000 or more	**19.6**	8.1	**24.5**
Other employed person(s)	% *Base N=439*	% *Base N=226*	% *Base N=410*
Yes	72.4	65.0	73.7
No	27.6	35.0	26.3
Number of registered cars	% *Base N=442*	% *Base N=225*	% *Base N=409*
0	.7	.4	.2
1	19.2	29.3	20.5
2	55.4	46.2	52.1
3	18.6	17.3	21.5
4 or more	6.1	6.7	5.6
Number of licensed drivers	% *Base N=434*	% *Base N=225*	% *Base N=406*
0	.5	0	0
1	15.7	20.4	18.0
2	69.4	64.0	67.7
3	10.4	11.1	10.6
4 or more	4.1	4.4	3.7
Resident of Tompkins County	% *Base N=448*	% *Base N=231*	% *Base N=416*
Yes	73.4	65.8	71.9
No	26.6	34.2	28.1

Note: numbers in bold indicate there is a statistically significant difference in the proportions across the groups at the 5% level.

Chart 5a.

Reason for Not Taking Transit More Often, by Consideration Given to Taking Transit if Concerns Were Addressed

(among vehicular commuters; up to three responses allowed)



*Added in Phase 2

In subsequent questions related to future bus use, only those who said they would use the bus some of the time or most of the time (62% of vehicular commuters) were asked for their opinions. These respondents were first given the opportunity to select from a list (as well as specify "other" possibilities) up to three factors that would lead them to take the bus more often.

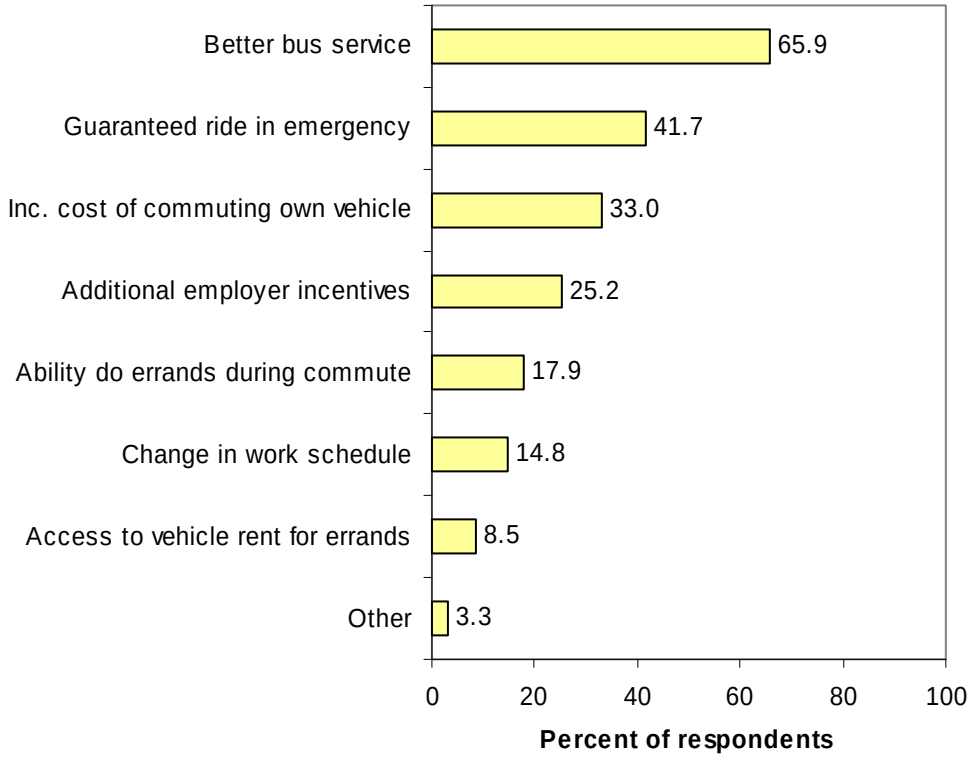
By far, the most common response to this question was having better bus service (66%). After that, more than four out of ten (42%) wanted a guaranteed ride in the event of an emergency and nearly one-third (33%) said increased cost of commuting with a personal vehicle (i.e., parking rates, gas prices, vehicle wear and tear, maintenance, etc.) would lead them to take the bus more often. One-fourth (25%) said that additional employer incentives might motivate them and 18% said that having the ability to do errands along the way during their commute (i.e., childcare, banking, other services) would lead them to take the bus to work more often than they do now. (See Chart 6.)

Chart 6.

Factors That Would Lead to Taking Transit More Often

(among vehicular commuters who would consider transit more often; up to three responses allowed)

Base N=636



In the next section of the survey, those commuters who would consider taking the bus in the future were given the following definition of a Park and Ride and asked to consider that as they ranked from 1 (most important) to 7 (least important) what would encourage them to use Park and Ride.

> *Definition: Park & Ride consists of parking facilities at transit stations, bus stops and other strategically selected locations, usually at the urban fringe, which facilitate transit and rideshare use. Some include bicycle parking. Parking is generally free or significantly less expensive than in urban centers. The Park and Ride facility may be used to drop off commuters – there is no need to park to use the system. Park & Ride facilities are usually implemented by regional transportation or transit agencies. In some cases, existing, underutilized parking (such as a mall parking lot) is designated for Park & Ride use.*

Nearly one-half (46%) of vehicular commuters who would consider taking the bus more often in the future said that reaching work on time was the most important point in encouraging them to use Park and Ride. More than three-fourths (78%) ranked this item 1, 2 or 3 out of 7 possible items. About four out of ten said that the need for a guaranteed ride home or to their car on emergencies (44%), having express service (43%), and/or the location of a parking lot relative to their present commuter route (43%) were important* considerations in their decision. *Least* important in the decision to use Park and Ride was having a location closer to home (20% important*). (See Table 7.)

Table 7.

Ranking of Importance of Issues That Would Encourage Use of Park and Ride
(among vehicular commuters who would consider using transit more often)

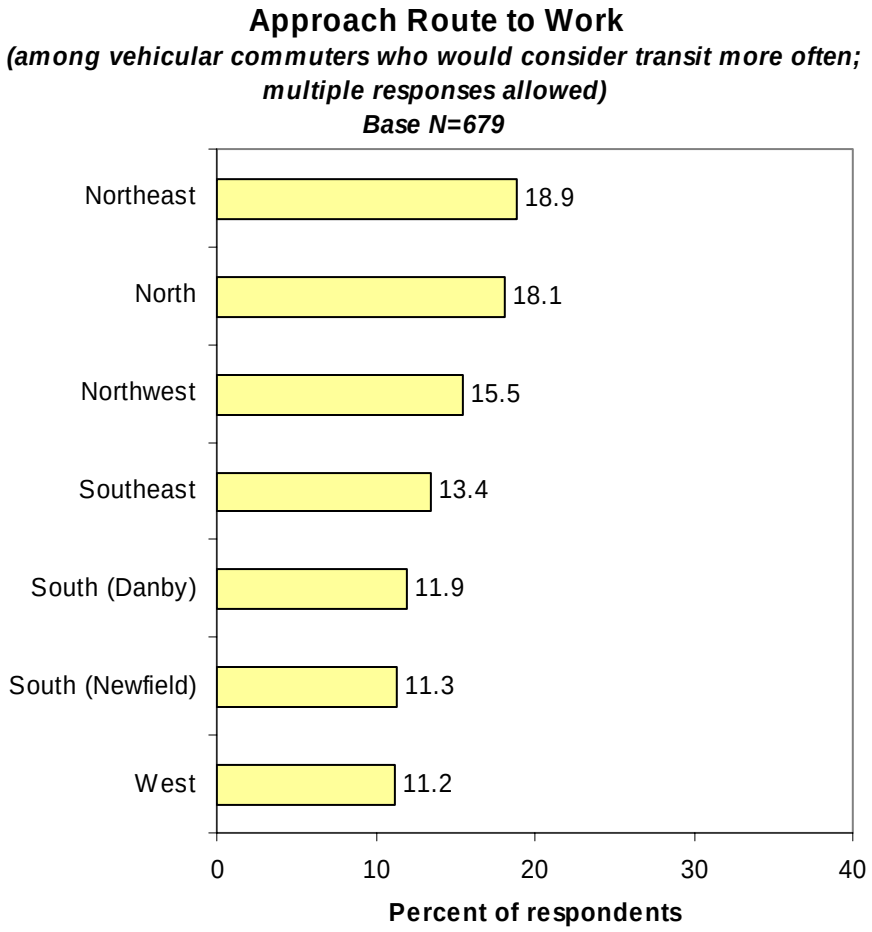
Issues	*Base N*	Importance Rating %							
		Most important 1	2	3	4	5	6	Least important 7	NET: Important*
Reach work on time	*618*	46.4	22.5	9.5	7.6	6.3	3.2	4.4	78.4
Need for guaranteed ride	*539*	14.3	15.0	14.5	12.8	21.7	13.0	8.7	43.8
Having express service	*574*	6.4	13.6	22.8	19.0	15.5	15.5	7.1	42.8
Location of parking	*586*	4.9	19.5	18.3	19.6	17.4	11.4	8.9	42.7
Cost difference	*560*	7.7	10.0	14.1	24.1	20.5	11.8	11.8	31.8
PNR closer to work	*443*	9.5	8.1	8.6	9.9	13.3	24.8	25.7	26.2
PNR closer to home	*497*	6.2	6.8	7.2	8.9	13.7	35.2	21.9	20.2

**Important = Sum of the percentages of those giving rankings of 1, 2 or 3 out of 7 items.*

Before addressing the issue of specific Park and Ride locations that might be of interest, vehicular commuters who would consider taking the bus more often in the future if their concerns were addressed were first asked to select from a list the route (or routes, multiple responses were allowed) that best described their approach to work.

In total, nearly one-fifth of this potential future market typically approached from the Northeast (Cortland/Dryden – Routes 13/366) (19%) or North (Lansing – Routes 34 and 34B, Triphammer Road, or Warren Road) (18%). The next highest approach route cited by commuters was Northwest (Trumansburg – Route 96) (16%). Meanwhile, approximately one out of ten came from the Southeast (Caroline – Route 79) (13%), the South (Danby – Route 96B) (12%), another southern route (Newfield/Van Etten – Routes 13/34/96) (11%), and/or from the West (Mecklenburg – Route 79) (11%). (See Chart 7.)

Chart 7.



After understanding these commuters' approach route(s), they were then led to a list of potential Park and Ride locations for the route(s) they chose, and asked which would best meet their needs. Again, they were permitted to select multiple options.

For those traveling from the Northeast (Cortland/Dryden – Routes 13/366) (19%), roughly one-fifth said the village of Dryden (23%) and/or NYSEG along the Route 13/366 overlap (20%), 16% said the city of Cortland, 13% said the village of McLean, 13% said the village of Freeville, and 11% said near the border with Cortland County. Only a fraction said they would prefer Park and Ride locations at TC3 (2%) and/or in the vicinity of the village of Groton (2%).

For those traveling from the North (Lansing) (18% of vehicular commuters who would use the bus more often in the future), the most preferred location for a Park and Ride was the vicinity of Warren Road and Route 13 (24%). About one-fifth preferred the Pyramid Mall vicinity (21%). After that, 15% said the vicinity of East Shore Drive and Route 34B intersection (Rogues Harbor, Town Hall), 11% said the North end of Triphammer Road (intersection with Route 34B), 11% said the vicinity of East Shore Drive near "The Rink," 10% said along Route 34 near the border with Cayuga County, 10% said near the Lansing High School, 7% said near the Lansing fire station, and 6% said along Route 34B near the border with Cayuga County.

For those traveling form the Northwest (Trumansburg – Route 96) (16%), the existing location in the village of Trumansburg was chosen by nearly one-half (47%) of the downtown employees commuting from this direction. About one-fifth selected the hamlet of Jacksonville (21%), the vicinity of Taughannock State Park (Route 89) (18%), and/or the vicinity of the Cayuga Medical Center and PRI (17%) as the Park and Ride location that would best meet their needs. About one out of ten (11%) said they preferred a Cass Park Park and Ride while only 6% said having a Park and Ride near Route 89 and the Cayuga Nature Center would best meet their needs.

For those traveling from the Southeast (Caroline – Route 79) (13%), there was a slightly higher preference for the village of Brooktondale (18%), followed by Route 79 in the vicinity of Bethel Grove Church (15%), Route 79 in the vicinity of Brooktondale (13%), the vicinity of Slaterville Springs (12%). Fewer than one out of ten (8%) said that a Park and Ride near the border with Tioga County would best meet their needs.

For those traveling from the South (Danby – Route 96B) (12%), an Ithaca College Park and Ride location (32%) and/or one in the vicinity of the hamlet of Danby (31%) would meet the greatest need. Meanwhile, about one-fifth picked the border with Tioga County (17%).

For those traveling from the South via the Newfield area (Newfield/Van Etten – Routes 13/34/96) (11%), about one-fifth picked near the border with Tioga County (Route 34/96) (21%) and/or the hamlet of Newfield (18%). After that, the next highest was near the border with Schuyler County (10%), the intersection of Route 13 and Route 327 (9%), the South end of the City in the vicinity of Home Depot (8%), the vicinity of West Danby on Route 34/96 (8%), and/or the South end of the City in the vicinity of Wegman's/WalMart/Lowe's (7%).

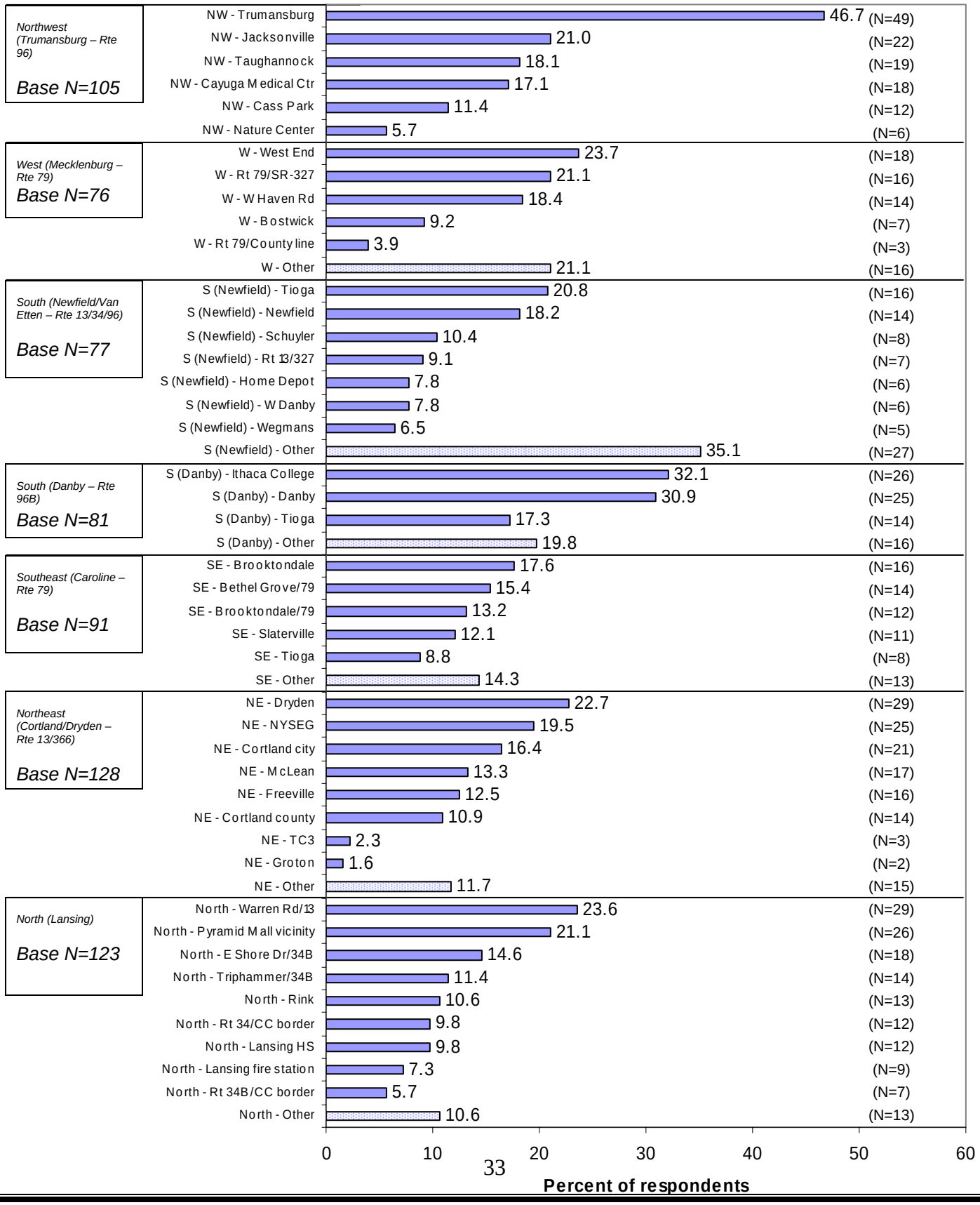
For those traveling from the West (Mecklenburg – Route 79) (11%), roughly one-fifth preferred to have a Park and Ride in the Ithaca West End (old Octopus area) (24%), vicinity of Route 79/SR-327 intersection (21%), and/or the vicinity of Route 79/West Haven Road intersection (18%). Meanwhile, fewer than one out of ten said that a Park and Ride at Boswick Road (near Route 13A/Floral Ave.) location (9%) and/or near the intersection of Routh 79 and the County line (4%) would best meet their needs.

(See Chart 8.)

Chart 8.

Potential Park and Ride Locations That Would Best Meet Needs For Typical Approach to Work

(among those using each approach to work who are vehicular commuters that would consider transit more often; multiple responses allowed)



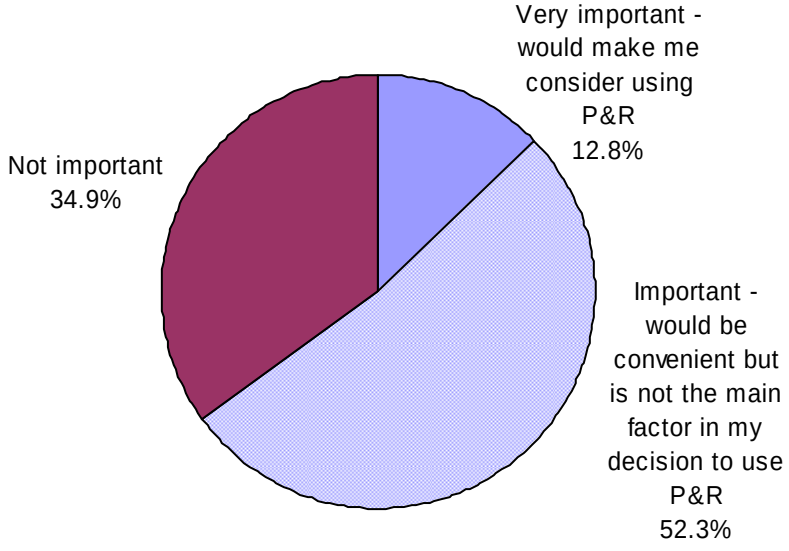
4.6 Importance of Retail/Services at Park and Ride

Vehicular commuters who would consider using the bus more often in the future if their concerns were addressed were asked how important they thought it was to have retail and services adjacent to Park and Ride facilities. The three possible response options were: Very important – would make me consider using P&R; Important – would be convenient but is not the main factor in my decision to use P&R; Not important.

Slightly more than one-half (52%) of those surveyed said it was important and would be convenient, but not the main factor in their decision to use Park and Ride. About one out of ten (13%) downtown employees said that having retail and services adjacent to Park and Ride facilities would actually make them consider using Park and Ride. Meanwhile, more than one-third (35%) said that retail and services near a Park and Ride would not be important to them. (See Chart 9.)

Chart 9.

Importance of Having Retail and Services Adjacent to Park and Ride Facilities
(among vehicular commuters who would consider transit more often)
Base N=619

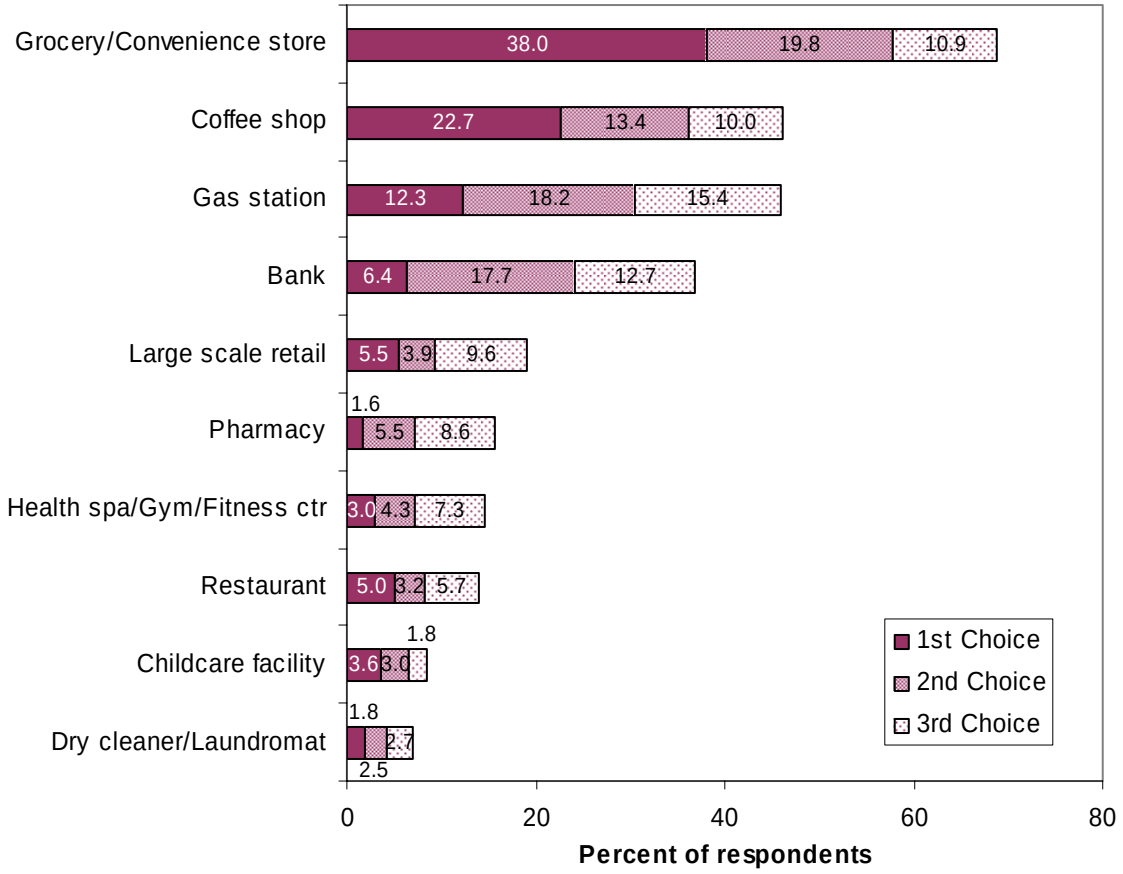


Everyone in this future potential user market (regardless of their interest in retail/services at a Park and Ride) was asked to select the types of stores or services they would prefer to see at a Park and Ride facility. Respondents were allowed to provide up to three choices.

By far, having a grocery store (or convenience store) was most preferred – nearly four out of ten (38%) said this would be their first choice and almost seven out of ten (69%) said it was one of their top three choices for stores or services at a Park and Ride facility. Nearly one-half said a coffee shop (46%) and/or gas station (46%) would be one of their top three choices and more than one-third (37%) said a bank would be one of their top three choices to have located at a Park and Ride facility. (See Chart 10.)

Chart 10.

Types of Stores and Services Preferred at Park and Ride
(among vehicular commuters who would consider transit more often; up to three responses allowed)
Base N=560



5. Appendix

A. Questionnaire

Downtown Ithaca Commuter Survey

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Your participation in this survey is voluntary. **The survey should take about ten minutes to complete.** Please be assured that all the information you provide will be kept strictly confidential and will never be used in any way to permit identification of you. All the information you provide will be used in aggregate form only.

If you have any questions or require technical assistance with this survey, please do not hesitate to contact staff at the Survey Research Institute at 607-255-3786 or surveyresearch3@cornell.edu.

Continue to the Survey

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

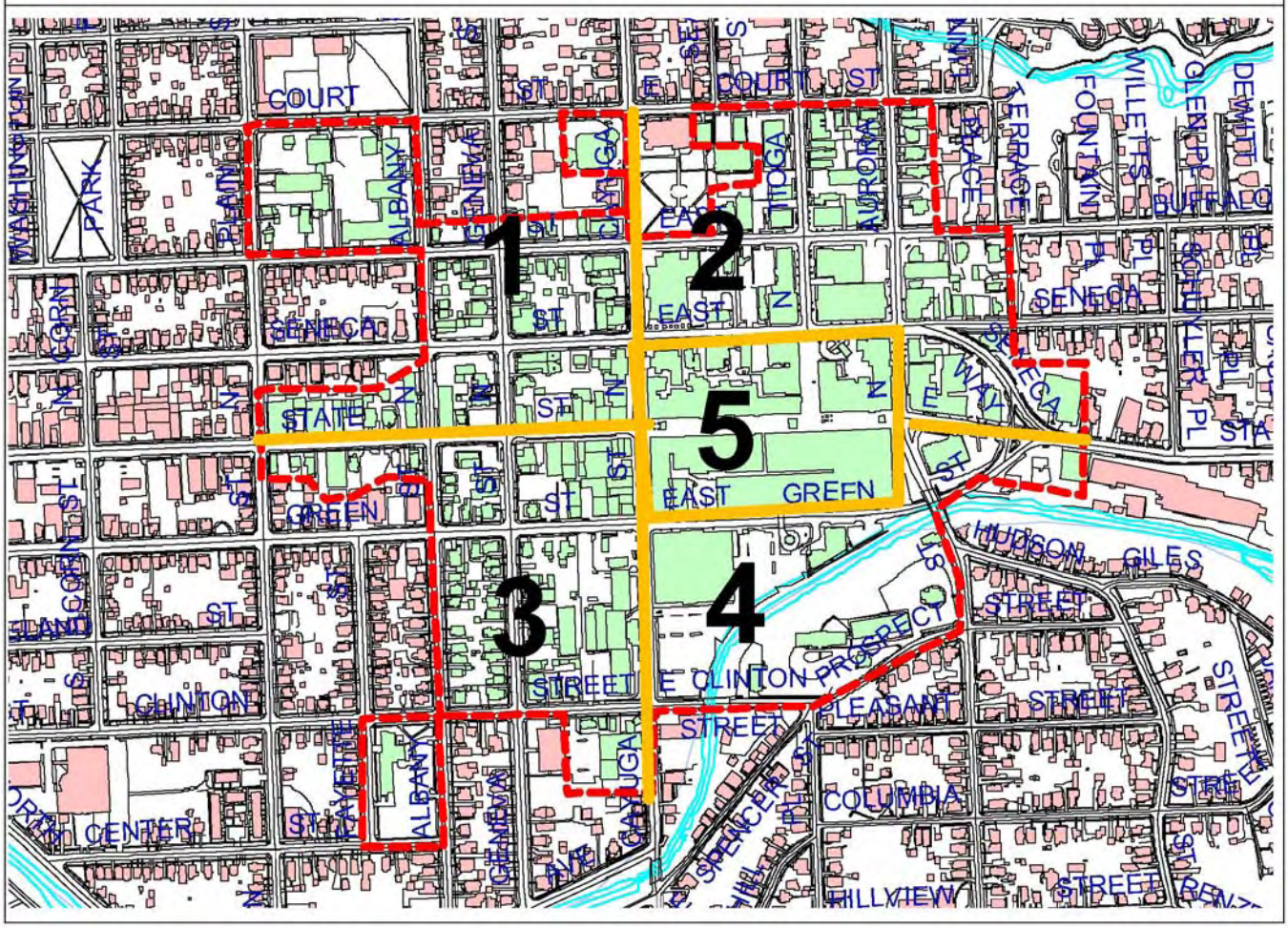
Section I

Where downtown do you work (see map on next page for reference, work location should be within the survey area boundary)?

- ○ 1. North and West of the Commons
- ○ 2. North and East of the Commons
- ○ 3. South and West of the Commons
- ○ 4. South and East of the Commons
- ○ 5. The Commons
- ○ 6. None of the above **(End Survey - Thank you for your interest)**

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Park n Ride Phase II **Survey Area Boundary** **Downtown Employee Transportation Survey**



Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section I (continued)

How many minutes does it usually take you to get to or from work (one-way)?

- O 1-5 Minutes
- O 6-10 Minutes
- O 11-15 Minutes
- O 16-20 Minutes
- O 21-25 Minutes
- O 26-30 Minutes
- O 31-35 Minutes
- O 36-40 Minutes
- O 41-45 Minutes
- O 46-50 Minutes
- O 51-55 Minutes
- O 56-60 Minutes
- O 61-65 Minutes
- O 66-70 Minutes
- O 71-75 Minutes
- O 76-80 Minutes
- O 81-85 Minutes
- O 86-90 Minutes
- O 91-95 Minutes
- O 96-100 Minutes
- O 101-105 Minutes
- O 106-110 Minutes
- O 111-115 Minutes
- O 116-120 Minutes
- O Greater than 120 Minutes

Approximately how many miles is it from your home to work?

- O 1 Miles
- O 2 Miles
- O 3 Miles
- O 4 Miles
- O 5 Miles
- O 6 Miles
- O 7 Miles
- O 8 Miles
- O 9 Miles
- O 10 Miles
- O 11 Miles
- O 12 Miles
- O 13 Miles
- O 14 Miles
- O 15 Miles
- O 16 Miles
- O 17 Miles
- O 18 Miles
- O 19 Miles
- O 20 Miles
- O 21-25 Miles
- O 26-30 Miles
- O 31-35 Miles
- O 36-40 Miles
- O 41-45 Miles
- O 46-50 Miles
- O 51-55 Miles
- O 56-60 Miles
- O 61-65 Miles
- O 66-70 Miles
- O 71-75 Miles
- O 76-80 Miles
- O 81-85 Miles
- O 86-90 Miles
- O 91-95 Miles
- O 96-100 Miles
- O 101-105 Miles
- O 106-110 Miles
- O 111-115 Miles
- O 116-120 Miles
- O Greater than 120 Miles

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section I (continued)

How did you travel to and from work each day on a recent typical week?
(Write the appropriate number in the space provided for each day)

- ☐ **Monday**
- ☐ **Tuesday**
- ☐ **Wednesday**
- ☐ **Thursday**
- ☐ **Friday**
- ☐ **Saturday**
- ☐ **Sunday**

1 = Drove alone/motorcycled/scooter
2 = Drove a carpool/vanpool
3 = Rode in a carpool/vanpool
4 = Took the bus
5 = Drove part way, took the bus part way
6 = Bicycled
7 = Bicycled part way, took the bus part way
8 = Walked/jogged
9 = Worked from home
10 = Did not work (vacation, sick, day off)
11 = Other (specify) ☐

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section I (continued)

How variable are your work hours? **(Select the option that best describes your situation)**

- ○ I arrive and leave at the same times nearly every day
- ○ My work hours vary occasionally
- ○ Within a week my work times vary from day to day, but this timing is consistent from week to week
- ○ My work hours are variable both within each week and from week to week

Who is your employer?

What time did you arrive at and leave work each day on a recent typical week?

	Arrive At Work	**Leave Work**
Monday	AM / PM	AM / PM
Tuesday	AM / PM	AM / PM
Wednesday	AM / PM	AM / PM
Thursday	AM / PM	AM / PM
Friday	AM / PM	AM / PM
Saturday	AM / PM	AM / PM
Sunday	AM / PM	AM / PM

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section I (continued)

Do you always walk, bicycle or take transit to work?

- ○ Yes - **(Go to Part IV)**
- ○ No - **(Continue survey Part II)**

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section II

Where do you park downtown on an average day?

- ○ Seneca Street parking garage
- ○ Green Street parking garage
- ○ Cayuga Street parking garage
- ○ Private off-street parking lot
- ○ On the street at a parking meter
- ○ On the street where there is no parking meter

Who pays for your parking?

- ○ My employer pays for it all
- ○ I pay for it all
- ○ My employer and I split the cost
- ○ I carpool and share the cost with others
- ○ Nobody pays for my parking (private parking lot or on the street where there is no meter)

If you or your employer pays for parking, how is it paid for

- ○ Montly parking pass
- ○ Daily parking rate
- ○ No payment

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section II (continued)

What are the main reasons you do not take transit to work more often? **(Check up to THREE choices)**

- ☐ I need my car for business reasons
- ☐ I need my car to take kids to/from daycare or before/after school activities
- ☐ I need my car to do errands or for other reasons
- ☐ I like the independence of having my own car
- ☐ Convenient parking is available
- ☐ I already take the bus to work at least three days a week
- ☐ The bus takes too much time
- ☐ I have to make too many transfers
- ☐ Lack of convenient Park and Ride
- ☐ Bus service is not available when I need it
- ☐ There is no bus stop nearby
- ☐ The bus route near my house doesn't go where I want it to go (it is not direct enough)
- ☐ I don't know enough about using the bus system
- ☐ Other (specify): _____

If your concerns in the previous question could be addressed, how much consideration would you give to taking the bus to work? **(Check one)**

- ○ I would consider taking the bus some of the time
- ○ I would consider taking the bus most of the time
- ○ I would not consider taking the bus under any circumstances even as part of a park and ride system **(Go to Part IV)**

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section II (continued)

What factors would lead you to take the bus to work more often than you do now? **(Check up to THREE choices)**

- ☐ Change in work schedule (flexible hours, different workshift, etc.)
- ☐ Additional employer incentives (e.g. 4-day work week, etc.)
- ☐ Guaranteed ride in the event of an emergency
- ☐ Ability to do errands along the way during my commute (i.e. childcare, banking, other services)
- ☐ Increased cost of commuting with a personal vehicle (i.e. gas prices, parking rates, vehicle wear and tear, maintenance, etc.)
- ☐ Better bus service (i.e. bus schedule, bus routes, comfortable bus stops, etc.)
- ☐ Access to a vehicle that I can rent during the day for short errands
- ☐ Other (specify): _____

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride

Definition: *Park & Ride* consists of parking areas at bus stops and other strategic locations, usually outside the city, which make riding the bus and carpooling easier. Some include bicycle parking, too. Parking is generally free or significantly less expensive than in the downtown parking garages and/or meters. The Park and Ride area may be used to drop off commuters – you don't necessarily have to park a car there. Park & Ride facilities are usually owned by transportation agencies, but in some cases, existing, underutilized parking (such as a mall parking lot) is designated for Park & Ride use.

Consider the idea of Park and Ride. What would encourage you to use Park and Ride?
(Please rank all items. 1 = Most Important, 7 = Least Important)

Ability to reach my work place on time	☐
Location of parking lot relative to my present commuter route	☐
Having express service between the parking lot and dwontown	☐
Cost difference between using Park and Ride versus driving all the way and parking	☐
Need for a guaranteed ride home or to my car on emergencies	☐
Park and Ride location closer to home (more time in the bus, less time in personal vehicle)	☐
Park and Ride location closer to work (more time in personal vehicle, less time in the bus)	☐

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride (continued)

Which of the following best describes your approach route to work? **(Check all that apply)**

- ☐ Approach from North (Lansing – Routes 34 and 34B, Triphammer Road, or Warren Road)
- ☐ Approach from Northeast (Cortland/Dryden – Routes 13/366)
- ☐ Approach from Southeast (Caroline – Route 79, Coddington Road, Ellis Hollow Road)
- ☐ Approach from South (Danby – Route 96B, Stone Quarry Road)
- ☐ Approach from South (Newfield/VanEtten - Routes 13/34/96)
- ☐ Approach from West (Mecklenburg - Route 79, Bostwick Road, Elm Street, Route 13A)
- ☐ Approach from Northwest (Trumansburg – Route 96, Taughannock Blvd - Route 89)

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride (continued)

For the approach(es) you listed, which potential Park and Ride locations would best meet your needs? **(Check all that apply)**

Approach from North (Lansing)

- ☐ Along Rt. 34 near border with Cayuga County (existing)
- ☐ Along Rt. 34B near border with Cayuga County
- ☐ Vicinity of East Shore Drive and SR-34B intersection (Rogues Harbor, Town Hall) (existing)
- ☐ Vicinity of Eastshore Drive near "The Rink"
- ☐ North end of Triphammer Road (intersection with SR-34B)
- ☐ Vicinity of Pyramid Mall
- ☐ Vicinity of Warren Road and Route 13
- ☐ Near Lansing High School
- ☐ North Lansing, near fire station
- ☐ Outside of Tompkins County in this town center or village: [ ]

Approach from Northeast (Cortland/Dryden - Routes 13/366)

- ☐ Vicinity of the City of Cortland
- ☐ Near the border with Cortland County
- ☐ Village of Dryden (existing)
- ☐ Village of Freeville (existing)
- ☐ Along the SR-13/366 overlap near NYSEG
- ☐ TC3
- ☐ Vicinity of the Village of Groton
- ☐ Vicinity of McLean
- ☐ Outside of Tompkins County in this town center or village: [ ]

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride (continued)

For the approach(es) you listed, which potential Park and Ride locations would best meet your needs? **(Check all that apply)**

Approach from Southeast (Caroline - Route 79)

- ☐ Near the border with Tioga County
- ☐ Vicinity of Slaterville Springs
- ☐ Along SR-79 in the vicinity of Brooktondale
- ☐ Along SR-79 in the vicinity of Bethel Grove Church
- ☐ Brooktondale
- ☐ Outside of Tompkins County in this town center or village: [ ]

Approach from South (Danby - Route 96B)

- ☐ Near the border with Tioga County
- ☐ Vicinity of Hamlet of Danby
- ☐ Vicinity of Ithaca College
- ☐ Outside of Tompkins County in this town center or village: [ ]

Approach from South (Newfield/VanEtten - Routes 13/34/96)

- ☐ Near the border with Schuyler County
- ☐ Hamlet of Newfield (existing)
- ☐ Near the border with Tioga County (Rt. 34/96)
- ☐ Vicinity of West Danby on Route 34/96
- ☐ South end of the City in the vicinity of Home Depot
- ☐ Southwest area of the City in the vicinity of Wegman's/WalMart/Lowe's
- ☐ Near intersection of Rt. 13 and Rt. 327
- ☐ Outside of Tompkins County in this town center or village: [ ]

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride (continued)

For the approach(es) you listed, which potential Park and Ride locations would best meet your needs? **(Check all that apply)**

Approach from West (Mecklenburg - Route 79)

- ☐ Vicinity of SR-79/SR-327 intersection (Enfield Center - existing)
- ☐ Vicinity of SR-79/West Haven Road intersection
- ☐ Near intersection of Route 79 and County line
- ☐ Bostwick Road near Route 13A/Floral Ave.
- ☐ Ithaca West End (old Octopus area)
- ☐ Outside of Tompkins County in this town center or village _____

Approach from Northwest (Trumansburg - Route 96, Taughannock Blvd - Route 89)

- ☐ Village of Trumansburg (existing)
- ☐ Hamlet of Jacksonville
- ☐ Vicinity of Cayuga Medical Center and PRI
- ☐ Vicinity of Taughannock State Park/Route 89
- ☐ Near Rt. 89 and Cayuga Nature Center
- ☐ Cass Park

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section III - Park And Ride (continued)

Which type of store and services would you prefer to see at a P&R facility? **(Rank up to THREE choices 1=high, 3=low.)**

- [ ] Restaurant
- [ ] Grocery store
- [ ] Childcare facility
- [ ] Bank
- [ ] Dry cleaner/laundromat
- [ ] Coffee shop
- [ ] Health spa/gym/fitness center
- [ ] Gas station
- [ ] Pharmacy
- [ ] Large scale retail (e.g. shopping center, mall)

How important do you think is having retail and services adjacent to P&R facilities?

- ○ Very important – would make me consider using P&R
- ○ Important – would be convenient but is not the main factor in my decision to use P&R
- ○ Not important

Would you be willing to participate in a future discussion/survey on the topic of Park and Ride?

- ○ Yes **(If yes, enter name and phone or email)**
- ○ No

Please enter your contact information so that we can contact you:

Name: _____

Email: _____

Phone Number: _____

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section IV - Household Characteristics

What is your household size?

- ○ 1-2 persons
- ○ 3-4 persons
- ○ 5+

How many years have you lived at your current residence?

☐ Years

Do you rent or own?

- ○ Rent
- ○ Own

What is your household income level?

- ○ Less than $10,000
- ○ $10,000 to $14,999
- ○ $15,000 to $24,999
- ○ $25,000 to $34,999
- ○ $35,000 to $49,999
- ○ $50,000 to $74,999
- ○ $75,000 to $99,999
- ○ $100,000 to $149,999
- ○ $150,000 to $199,999
- ○ More than $200,000

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section IV - Household Characteristics

Are there other employed person(s) in household?

- ○ Yes
- ○ No

If yes, where do they work? **(indicate which town, village, city)** [ ]

How many registered cars are in your household?

[ ]

How many licensed drivers are in your household?

[ ]

Are you a resident of Tompkins County?

- ○ Yes **(End survey)**
- ○ No **(Continue)**

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section IV - Household Characteristics For Non-Tompkins Residents

What county do you live in?

Have you ever lived in Tompkins County?

- ○ Yes
- ○ No
  - ○ If yes, within last 5 years?
  - ○ More than 5 years ago?

Why do you live outside Tompkins County? **(Check up to THREE choices)**

- ☐ Housing is less expensive
- ☐ To be closer to family/friends
- ☐ Spouse/partner works outside Tompkins County
- ☐ Prefer the quality of life in my community
- ☐ Prefer the schools in my community
- ☐ Property taxes are lower in my community
- ☐ Other (specify):

If housing were more affordable in Tompkins County, would you consider moving closer to where you work?

- ○ Yes
- ○ No

If housing were more available in Tompkins County, would you consider moving closer to where you work?

- ○ Yes
- ○ No

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Section IV - Household Characteristics (continued)
For Non-Tompkins Residents

If you would consider moving closer to where you work, what type(s) of housing would you be interested in? **(Check all that apply)**

- ☐ Single Family Residence
- ☐ Two Family Residence/Duplex
- ☐ Rural Residence with 10 or more acres of land
- ☐ Estate – a luxury residence with at least 5 acres of land
- ☐ Mobile Home
- ☐ Apartment
- ☐ Condominium
- ☐ Mobile Home Park

If you would consider moving closer to where you work, what type of area(s) would you be interested in? **(Check all that apply)**

- ☐ In or adjacent to a traditional village (e.g. Groton, Dryden, Freeville, Trumansburg)
- ☐ In or adjacent to a city neighborhood (e.g. Fall Creek, Belle Sherman)
- ☐ In or adjacent to a suburban village (e.g. Lansing, Cayuga Heights)
- ☐ In a suburban area
- ☐ In a rural area dominated by farms
- ☐ In a rural area dominated by forests
- ☐ In or adjacent to a rural hamlet (e.g. Brooktondale, Danby, McLean, Jacksonville)

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

Cornell University
The Survey Research Institute

Downtown Ithaca Commuter Survey

Thank you for taking the time to complete this survey!

Completed surveys can be picked up if you call 274-5570 or email ITCTC@tompkins-co.org; indicate your place of business and address.

Surveys can also be mailed to:
ITCTC
121 E. Court Street
Ithaca, NY 14850

If you have questions or require assistance with this survey, please call the Survey Research Institute at 607-255-3786.

B. Announcements

**** NEWS RELEASE:** For Immediate Release September 22, 2005

Contact: **Fernando de Aragón, AICP, Director**
Ithaca-Tompkins County Transportation Council
607-274-5570

Downtown Phase of Park and Ride Study to Start

A study to determine whether a more intensive park-and-ride strategy would be effective in relieving traffic congestion in the Ithaca urban area is moving into its second phase. A survey questionnaire of approximately 4,000 downtown workers will be issued in October. The questionnaire will parallel a survey sent to over 9,000 Cornell University commuters earlier this year.

The Ithaca-Tompkins County Transportation Council (ITCTC) partnered with Cornell to administer the first survey, which yielded a 60 percent response rate from university employees. The researchers are hoping for a similar response rate from downtown commuters.

The ITCTC is working with the City of Ithaca, Cornell University and the Ithaca Downtown Partnership in making the survey available on the Internet and on paper. "The challenge of reaching employees in many different workplaces makes this phase of the study more difficult," says Fernando de Aragón, Director of the ITCTC. "We are asking for the cooperation and support of the many downtown businesses, agencies, and institutions."

The survey includes questions on how people get to work, the time of day they travel, the direction they come from, as well as questions designed to determine why people choose one means of transportation over another – and, of course, how they feel about the park-and-ride concept. Currently, there are ten small, rural park-and-ride lots in the county.

"Parking spaces are at a premium in downtown Ithaca. A well designed park-and-ride system may fit well as part of a menu of options for people to reach their places of employment," says de Aragón. "But first we need to hear from them to see if park-and-ride is indeed something that would work here in Ithaca."

"Employers who are members of the IDP are enthusiastic about this effort," said Gary Ferguson of the Ithaca Downtown Partnership. "It is important for them that their employees have effective options for their commute to work."

The downtown survey effort is scheduled to kick off sometime in October and will last six to eight weeks. Results should be available in February 2006. All employees within the study area will be encouraged to fill out the commuter survey via the Internet or contact the ITCTC at 274-5570 (itctc@tompkins-co.org) to receive a paper copy. For more information, contact Fernando de Aragón at the ITCTC.

-END-

October 6, 2005

RE: DOWNTOWN COMMUTER SURVEY

Dear Downtown Employer:

We are writing to seek your input on a subject about which we suspect almost every downtown employee has an opinion- parking and transportation. We want to understand more clearly how your employees get to work, why they choose one transportation mode over another, and what other options employees might consider, if they were available.

We seek this information as part of a county-wide study into ways by which the county transportation infrastructure, including park-and-ride lots and improved transit, might be adjusted to make travel from home to work and elsewhere easier and more efficient. Downtown is a major employment center and, along with Cornell University, will be the focus of this study.

The Ithaca-Tompkins County Transportation Council along with City of Ithaca officials and the Ithaca Downtown Partnership have developed a survey to assess the commuting habits and preferences of downtown employees. The survey process will be conducted by Cornell's Survey Research Institute (SRI) and will be conducted in October.

We are asking for your help in three ways:

- informing your employees about the survey
- helping to make sure employees have an opportunity to fill out a survey via the internet or on paper; and
- allowing them time to complete the survey. The survey itself is designed to be completed in about 10 minutes.

Results from this survey will used to help design appropriate commuter programs for downtown workers, such as park & ride, more targeted public transit, or programs that will help your workers travel to and from downtown more easily and cost effectively.

You will be receiving survey information soon. We urge you to participate and help address a key issue for the community and your employees.

Sincerely,

Carolyn Peterson
Mayor

Gary Ferguson
IDP Executive Director

October 7, 2005

RE: DOWNTOWN COMMUTER SURVEY

Dear Downtown Employer:

The Ithaca Tompkins County Transportation Council is currently coordinating implementation of the downtown commuter survey. Cornell's Survey Research Institute (SRI) will conduct the actual survey implementation.

Through this email we are asking your assistance by providing us with the name and email addresses of your downtown employees. SRI will use the email addresses in implementation of the web-based survey. SRI uses email to inform employees about the survey and to provide a website address to use to complete the questionnaire.

Use of email automates the surveying process making it more accurate and much less expensive.

You can rest assured that SRI will protect the privacy of the email information, which will be used only for this effort. They are willing to sing any release or privacy agreement that may be required. Attached is a sample confidentiality agreement that you can request from SRI.

Several large employers downtown have already supplied the email information, which will greatly assist implementation of the survey. We hope you will join them.

For those whose employees cannot be reached via email we will be providing other means to take the survey, including a paper version. If this is your case please let us know.

The email information can be sent to SRI via email (or attachment) to surveyresearch4@cornell.edu, or by US Postal Service to the address listed at the bottom of this email.

Thanks in advance.

Fernando de Aragon
Director, Ithaca-Tompkins County Transportation Council

Yasamin Miller
Director, Survey Research Institute

SRI
Downtown Commuter Survey
B12 Ives Hall
Ithaca, NY 14853
Surveyresearch4@cornell.edu

C. Initial Invitation E-mail

INVITATION E-MAIL – GENERAL (WHEN INDIVIDUAL E-MAILS PROVIDED)
NOVEMBER 12, 2005

FROM: Ithaca-Tompkins County Transportation Council
SUBJECT: Downtown Employees Transportation Survey

Dear [[name]],

The ITCTC, the City of Ithaca and the Ithaca Downtown Partnership are jointly sponsoring a transportation survey for downtown employees. The purpose of this survey is to understand more clearly how the downtown workforce gets to work, why they chose one transportation mode over another, and what other options may be considered.

Please take a moment to answer this survey to help us better understand your experience and opinions regarding your commute to work. Your participation in this survey is voluntary. Please be assured that **all the information you provide will be kept strictly confidential and will never be used in any way to permit identification of you**.

To access the survey, please use the following URL:
http://sri.cornell.edu/XXXXXX
(This is a unique URL only for you, please do not forward this link to anyone else.)

If you have any questions about the survey, please do not hesitate to contact staff at the Survey Research Institute at 607-255-3786 or surveyresearch@cornell.edu.

Thank you very much.
Fernando de Aragon
Staff Director, ITCTC

INVITATION E-MAIL – FOR COMPANY CONTACTS (NO INDIVIDUAL E-MAILS PROVIDED)
NOVEMBER 12, 2005

Dear [[name]],

The ITCTC, the City of Ithaca and the Ithaca Downtown Partnership are jointly sponsoring a transportation survey for downtown employees. The purpose of this survey is to understand more clearly how the downtown workforce gets to work, why they chose one transportation mode over another, and what other options may be considered.

The Survey Research Institute (SRI) has randomly generated some ID numbers that will allow you and your coworkers to enter the survey. Please assign one of the following numbers to each employee:

[[list of IDs for particular company]]

It is important that multiple people do not try to use the same number because they will overwrite each other's answers.

Once the ID numbers are distributed, simply direct people to this URL:
http://sri.cornell.edu/parknrid2/index.cfm
Upon clicking 'Continue to the Survey,' it will prompt the user to enter their ID number.

To take the survey yourself, please go to: http://sri.cornell.edu/parknrid2/index.cfm?id=[[survid]]
or use the same link as everyone else and enter [[survid]] as your ID number.

If you have any questions about the survey, please do not hesitate to contact staff at the Survey Research Institute at 607-255-3786 or surveyresearch3@cornell.edu.

Thank you very much.
Fernando de Aragon
Staff Director, ITCTC

D. Follow-up E-mails to Non-Respondents

REMINDER E-MAIL
MONDAYS THROUGH DECEMBER 12, 2005

FROM: Fernando de Aragon –
Ithaca-Tompkins County Transportation Council (ITCTC)

SUBJECT: Employee Transportation Survey - Reminder

Dear [[name]],

You recently received an email asking for your participation in the Employee Transportation Survey. Our records show that you have not yet completed the survey and we want to give you another opportunity to participate. **Please take a moment to answer this brief survey to help us better understand your experiences and opinions regarding your commute to downtown Ithaca.**

This survey is voluntary and is strictly confidential. Under no circumstances will your individual responses be made available to anyone. All the information you provide will be used in aggregate form only.

To access the survey, use the following link:
http://sri.cornell.edu/XXXXXX
(This is a unique URL only for you, please do not forward this link to anyone else.)

Please make sure you press the "Submit Survey" button once you have completed the survey.

If you have any questions about the survey, please do not hesitate to contact us at 607-255-3786 or surveyresearch@cornell.edu.

Thank you very much.
Signature – again, this should be consistent with the FROM line