



Creighton University **ACTIVE COMMUTING REPORT**

Prepared by:



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14% of registered spring students and 36% of faculty and staff completed this survey in February, 2018.

Combined, this survey achieved a 18% response rate. It is likely not representative of online or hybrid students.

WELLCOM and Verdis Group's Active Commuting at the Workplace program gets more people moving, more often, by helping participants find opportunities in their everyday lives to be more active.

This program uses commuting, an action all students, faculty and staff already take several times each weekday, as a key opportunity. When a student, faculty, or staff member shifts even one or two trips to an active transportation mode, there are health, financial and environmental benefits.

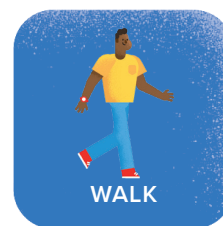
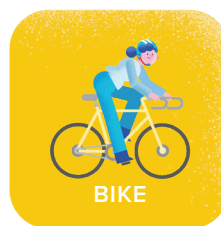
This Transportation & Parking Report summarizes how students, faculty and staff currently commute and opportunities to increase active commuting.

- ▶ Commute Mode Splits: Students, faculty, or staff's current and potential commuting modes
- ▶ Barriers & Motivations: What real and perceived barriers prevent your students, faculty, and staff from using active modes and what motivates them to use active modes
- ▶ Opportunities: Identification of opportunities to help your organization realize the potential mode shift to active commuting



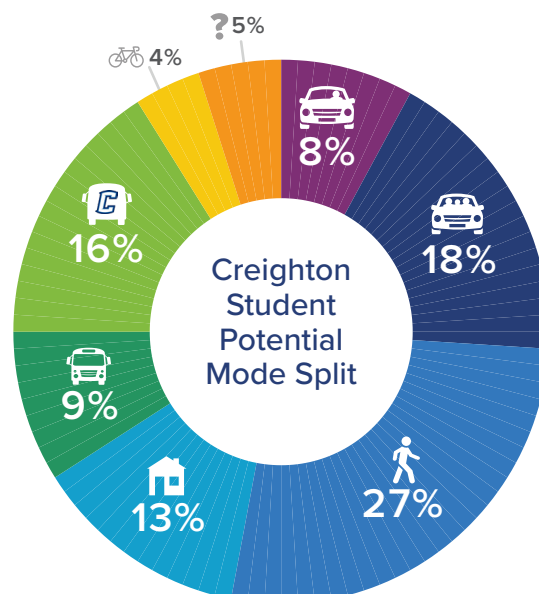
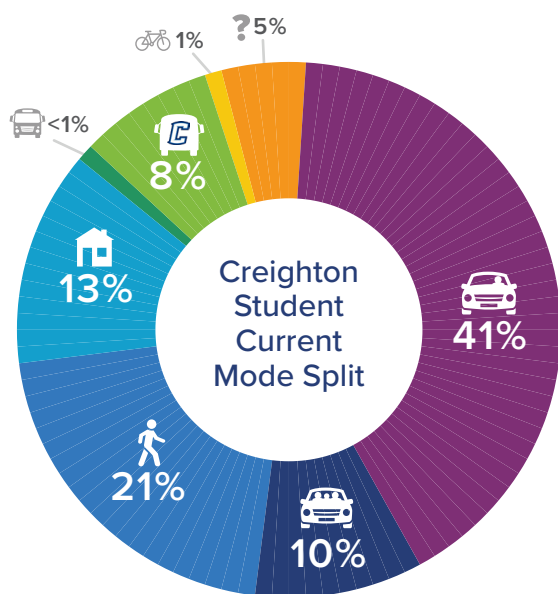
When communicating with your students, faculty and staff about active commuting, describe it as a portfolio of multiple, flexible transportation options. These options sometimes or often include walking, bicycling, transit (i.e. public transportation), carpooling with support programs to help commuters when they need an emergency ride home, or flexible parking.

STUDENT COMMUTE MODE SPLITS



A **commute mode split** is the percentage of commuters who choose to use a particular mode of transportation to get to and from work.

SHUTTLE  WORK REMOTELY  OTHER 



PER OUR SURVEY:

35% of students live on campus, and **76%** of these students bring their car with them to Creighton.

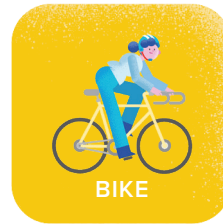
PER OUR SURVEY:

14% of students that currently have a car on campus said they would not bring it if provided with a subsidized bus pass.

A **potential mode split** (above) is the percentage of commuters who potentially would choose to use a particular mode when the employer offers an Active Commuting Program.

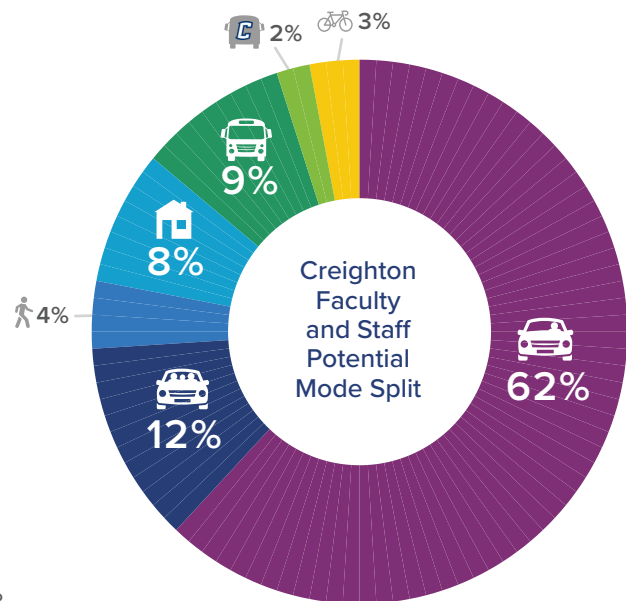
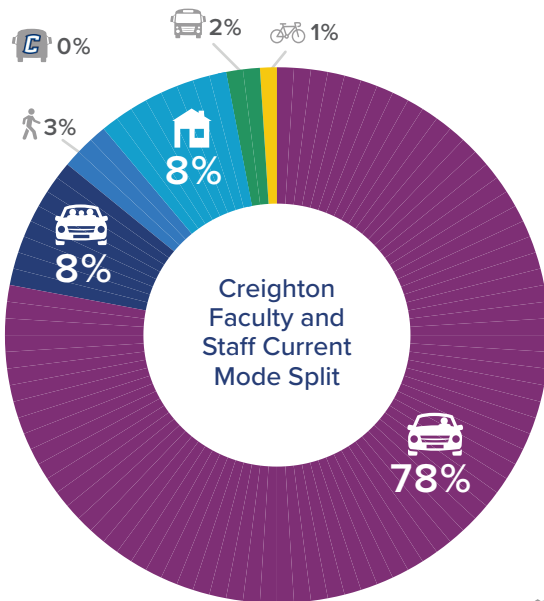


FACULTY AND STAFF COMMUTE MODE SPLIT



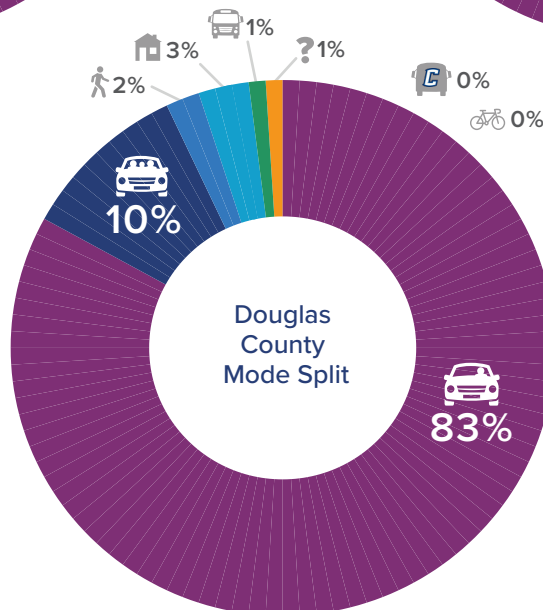
A **commute mode split** is the percentage of commuters who choose to use a particular mode of transportation to get to and from work.

SHUTTLE  WORK REMOTELY  OTHER 



PER OUR SURVEY:

"I would be excited if there was another transportation arrangement I might make to get to and from work! I'll look forward to hearing more."



A **potential mode split** (above) is the percentage of commuters who potentially would choose to use a particular mode when the employer offers an Active Commuting Program.

2500 CALIFORNIA PLAZA OMAHA, NEBRASKA 68178



Walk & Bike Scores

These scores, generated by [walkscore.com](https://www.walkscore.com), measure how easy or difficult it is to get around by walking and bicycling within your organization's neighborhood.

Walk Score is based on a 1-100 scale and measures the walkability of any address based on the distance to nearby places and pedestrian friendliness.

Bike Score is based on a 1-100 scale and measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity and destinations.

Transit access is the number of routes and frequency serving the location. *Transit scores for Omaha are not yet generated on walkscore.com*



Somewhat walkable

Some errands can be accomplished on foot.



Somewhat Bikeable

Mostly flat, minimal bike lanes.

Transit Access Click on the bus route icon to see its map and schedule.



EAST/WEST

Frequency:
15 min. peak
30 min. off peak



NORTH/SOUTH

Frequency:
Every 30 min.



EAST/WEST

Frequency:
Every 15 min.



NORTH/SOUTH

Frequency:
Every 15 min.



EAST/WEST EXPRESS

Frequency: Peak only

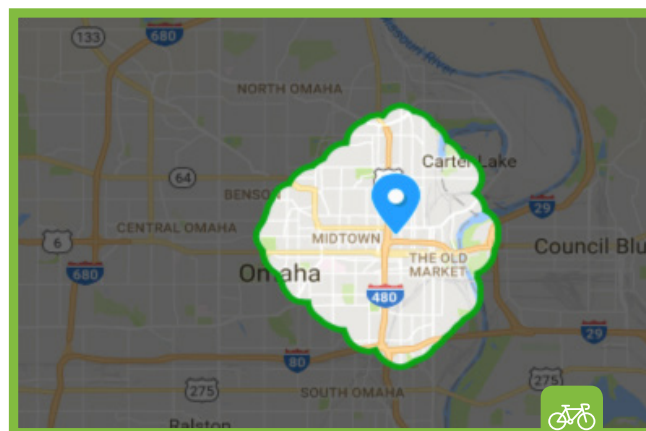
20 Minute Bike Commute

(using Creighton's main campus address)

At [walkscore.com](https://www.walkscore.com) you can explore how far you can travel by bike from your place of work or school within 20 minutes.

PER OUR SURVEY:

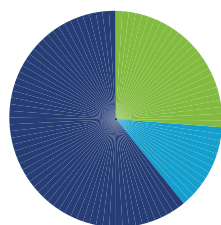
Moving bike racks to open, well lit spaces can reduce bike theft.



KNOW YOUR COMMUTERS



Division

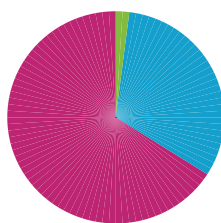


61% Student

13% Faculty

26% Staff

Sex

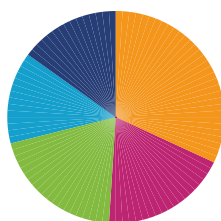


66% Female

32% Male

2% Other / Prefer not to disclose

Year (students only)



15% First Year

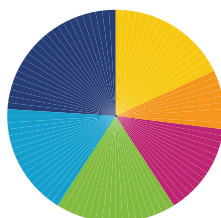
14% Sophomore

20% Junior

19% Senior

32% Graduate/Professional

Need for daytime car use



24% I never or very rarely have to travel off-site

17% 1 day per week

18% 2 days per week

14% 3 days per week

9% 4 days per week

18% 5 days per week

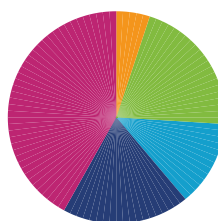
ZIP Code

73% of students, faculty and staff live in a ZIP code with 30 or more individuals also commuting to Creighton.

PER OUR SURVEY:

71% of students, faculty and staff believe Creighton is a community leader and should model healthy behavior through active commuting.

One-way commute miles



42% Less than 2 miles (good for walk)

19% Between 2-5 miles

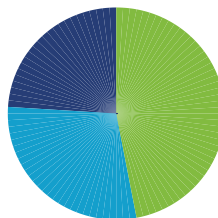
13% Between 5-10 miles

21% Between 10-20 miles

5% Greater than 20 miles

51% Less than 3 miles

One-way commute minutes



47% Less than 10 minutes

29% Between 10-20 minutes

24% Greater than 20 minutes

PER OUR SURVEY:

"I think the Daily Rate Flex Parking program sounds like an excellent alternative and is something I would use."

BARRIERS & MOTIVATIONS



Top four barriers to commuters walking more often:

1. **Distance.** It is too far. (61%)
2. **Time.** It takes too much time. (40%)
3. **Before and after work logistics.** I need my car before or after work/class. (33%)
4. **Safety.** I don't feel safe walking. (32%)

Top four barriers to commuters bicycling more often:

1. **Distance.** It is too far. (46%)
2. **Bicycle lane infrastructure.** There are not sufficient bicycle lanes or paths on my route to work. (43%)
3. **Safety.** I don't feel safe biking. (35%)
4. **Before and after work logistics.** I need my car before or after work/class. (31%)

Top four barriers to commuters riding the bus more often:

1. **Access.** There is not bus service near my home. (44%)
2. **Time.** It takes too much time. (43%)
3. **Schedule.** It is difficult for me to determine my route and schedule. (40%)
4. **Before and after work logistics.** I need my car before or after work/class. (39%)

Top three barriers to commuters carpooling more often:

1. **Stranded.** I might be stranded at work/school. (62%)
2. **Carpool buddy.** I don't know someone to carpool with. (51%)
3. **Daytime trips.** There is not a way for me to get around during the day when needed or in case of an emergency. (37%)

PER OUR SURVEY:

62% of students, faculty and staff believe Creighton should provide some type of financial or material incentive to individuals willing to give up their parking spot.

Top four barriers to commuters riding the shuttle more often:

1. **Access.** There is no shuttle service near my home. (57%)
2. **Before and after work logistics.** I need my car before or after work/class. (36%)
3. **Time.** It takes too much time. (29%)
4. **Schedule.** It is not easy for me to determine my route and schedule. (25%)

Top four reasons commuters regularly drive to work:

1. **Schedule.** It is the best option based on my schedule such as picking up and dropping off kids before and after work and getting around for work meetings during the day. (75%)
2. **Stress.** It is the least stressful option. (37%)
3. **No other option.** It is my only option. (33%)
4. **Solo.** I prefer to commute alone. (22%)

Top four reasons commuters use active transportation (walk, bike, ride the bus or shuttle, or carpool):

1. **Parking. I don't have to deal with parking.** (40%)
2. **Money.** I save money. (35%)
3. **Health & Wellness.** Get exercise and health benefits. (31%)
4. **Environment.** Reduce greenhouse gas emissions, reduce carbon footprint. (29%)

PER OUR SURVEY:

26% of students, faculty and staff responded they would be likely to use a bike to get to campus events if a bike sharing program was offered.

OPPORTUNITIES



Walking is currently the most popular mode of active commuting at Creighton. Even so, the number of walking trips to Creighton has the opportunity to double for staff, and increase 6% for students. Creighton has the ability to increase this potential by providing well-lit walking paths, an increased

presence of campus security at night, and to improve sidewalk safety during the winter months.

- ▶ Currently, a total of 15.2% of weekly trips (8,003) are walking.
- ▶ This number is significantly higher for students (21.3%) than for faculty and staff (2.8%).
- ▶ Overall, 24% of students, faculty and staff live less than 1 mile away from campus, a typical walking distance.
- ▶ **Given the survey data, a target of 4% weekly trips for staff and faculty (420), and a target of 27% weekly trips for students (11,318) is reasonable.**



The number of biking trips to Creighton has the opportunity to increase eighteen-fold. Creighton has the ability to increase this potential by providing additional well lit and centrally located bike racks and advocate for bike routes and bike lane improvements near and on campus.

- ▶ 50% of students, faculty and staff live less than 3 miles from work, a 20-minute or less bike ride.
- ▶ **Given the survey data, a target of 2.5% of weekly trips (249) for faculty and staff, and 3.5% of weekly trips (1,490) for students is a reasonable target.**

PER OUR SURVEY:

Of those who offered qualitative responses, **48% (340) expressed frustration and dissatisfaction with Creighton's current parking.**



Of the active transportation opportunities, Creighton has the most capacity to increase the number of trips taken on public transit. Our survey indicates that Creighton can increase the number of transit trips by 5000%. This includes individuals that use Metro Park & Ride locations to park their

car and then use the bus. An encouraging factor includes the very conservative analysis of the survey data, which demonstrated very large interest in transit opportunities. Many respondents expressed qualitative interest in a free or subsidized bus pass program.

- ▶ Creighton is well-served by six existing Metro bus lines which either intersect Creighton's campus or have stops within a short walk of campus. Four of these routes have 15-minute frequency part or most of the day.
- ▶ 60% of survey respondents (1,044) live within 5 miles of campus (an ideal transit distance).
- ▶ **A reasonable target for Creighton is 9% of trips per week by faculty and staff (905) and 9% of trips by students (3,742) to be made by transit, up from a current combined 1% of trips a week taken by bus (82).**



Creighton has an opportunity to increase carpooling frequency by providing carpool parking spaces and setting up a carpool matching system. Such a service would allow students, faculty and staff interested in carpooling to match up with one another based on proximity and schedule.

- ▶ Four ZIP codes in the Omaha area are reported to have over 100 residents that commute to Creighton. 34 ZIP codes from the Omaha area have 10 or more residents commuting to Creighton's campus, allowing for a large potential for ride matching opportunities.
- ▶ **Given the survey data, Creighton can increase the number of carpool trips per week to 18% of trips for students (7,757) and 11% of trips for faculty and staff (1,170).**

For a full list of strategies, review WELLCOM's free [Active Commuting Toolkit](#).

OPPORTUNITIES



SHUTTLE

Respondents described the Creighton shuttle as particularly appealing due to the safety of knowing all other passengers work or go to school at Creighton. Ability to aid passengers could be improved by offering more frequent pickups during busier times of day, as well as advertising how

individuals can access shuttle routes and schedules.

- Overall, there is potential to increase the number of weekly shuttle trips to campus to 16% of total trips for students (6,723) and 2.2% of trips for faculty and staff (220), up from a combined total of 5.4% of trips (554).

PER OUR SURVEY:

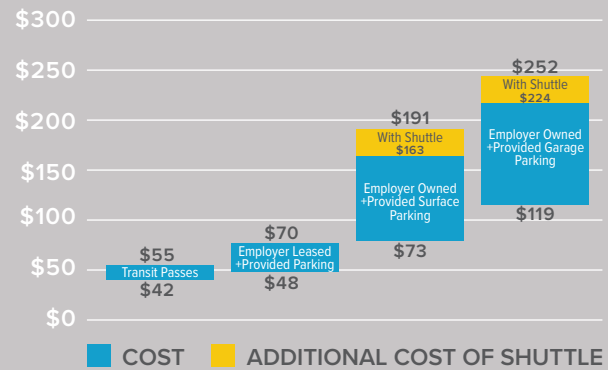
"Parking is very difficult here at Creighton, especially for people who are only on campus a few times or days of the week/month. Finding some program for daily parking or decreased parking fees for part time faculty would be awesome!"

PER OUR SURVEY:

"While telecommuting (for part of the week) is encouraged and allowed in some areas, it could be more widely accepted, promoted and utilized."

The Cost of Parking

COMPARISON OF MONTHLY COST FOR OMAHA EMPLOYERS TO PROVIDE PARKING VS. TRANSIT PASSES



Source: [Parking Problems? Transit Programs As a Cost Effective Solution](#)

Monthly Cost by Mode



FINANCIAL BENEFITS OF ACTIVE COMMUTING CAN REDUCE EMPLOYEES' TRANSPORTATION AND PARKING COSTS

