



Transportation Sustainability

Survey Report

To: Chris Johnson, Winthrop Sustainability Coordinator

Submitted By: Transportation Sustainability Team

Bridgette Smith, Chandra Mingo, Alice Garcia, Katie Samuels & Kiara Smith

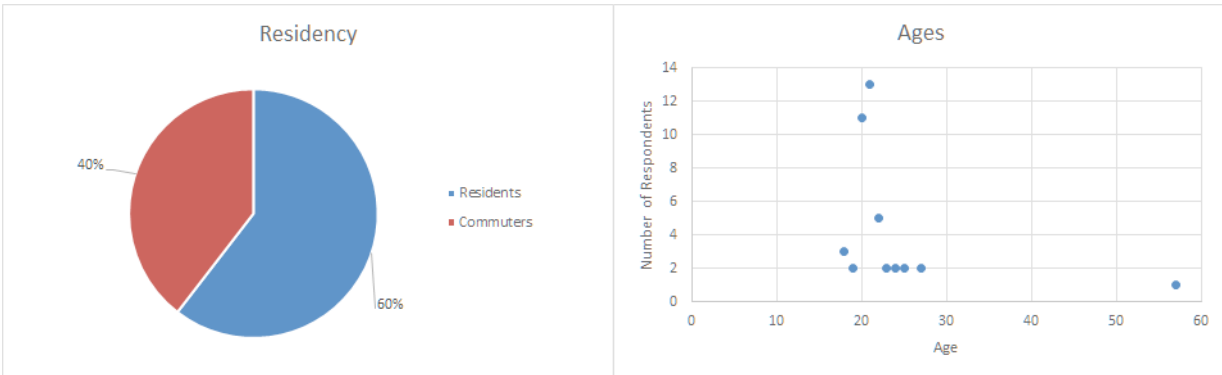
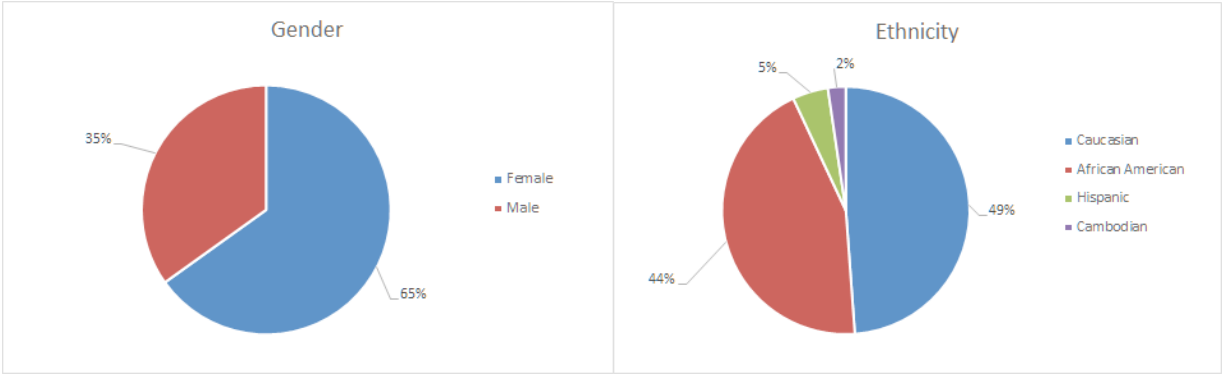
October 3, 2015

OVERVIEW

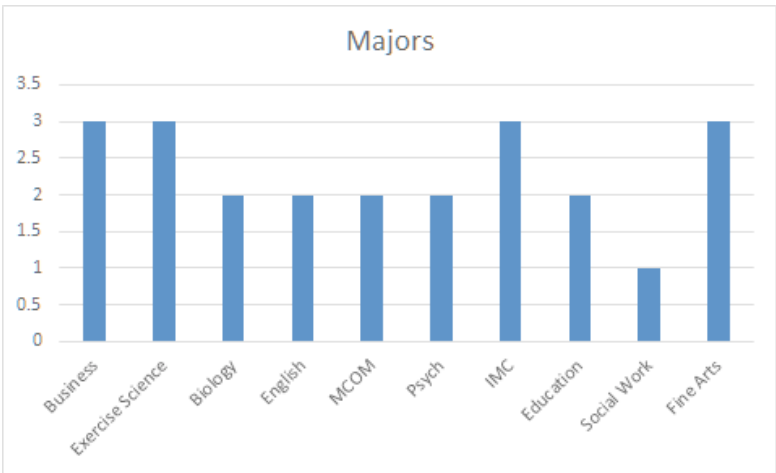
A survey about transportation and sustainability was constructed and distributed to get a better perspective of what Winthrop students, faculty, and staff think about sustainability in relation to transportation, particularly, and which programs they think would be best to add to the Winthrop University campus. After analyzing 50 surveys, we were able to see where students and faculty stand on the topic of transportation sustainability, how they feel they contribute to sustainability overall, their usual behaviors and modes of transportation, and which programs they would like to see implemented on campus. Both faculty, staff, and student responses were analyzed, separately, in terms of “modes of transportation” and “sustainability awareness;” however, the report will focus more on the student responses. Below are five charts depicting the respondents’ demographics. Note: some respondents did not provide their demographic information.

DEMOGRAPHICS - 43 Surveys Responses

Out of 50 total respondents, only 43 answered the demographic questions, leaving seven surveys without demographics. Out of the 43 respondents, 28 were female, and 15 were male. There were 21 Caucasian respondents, 19 African American respondents, two Hispanic respondents, and one Cambodian respondent. Thirteen respondents were 21, and the others did not provide their age. Out of the 43 respondents, 26 were Winthrop residents, and 17 were commuters (see charts on next page).



Out of the 40 students respondents, only 23 students included their majors on the survey. Out of these 23 students, there were three business majors, three integrated marketing communication (IMC) majors, three exercise science majors, and three fine art majors (see chart below).



FACULTY AND STAFF - 10 Survey Responses

Modes of Transportation

Of the 8 faculty and 2 staff surveys, seven participants drove to work because they live far from campus. However, there were a few who did say they could bike, but decided to drive due to the weather conditions, distance, and safety issues. Primary factors that affect their decision to walk or bike to campus consisted of time, condition of sidewalks, weather, level of personal activity, and distance. Seven of the staff surveyed said that they were very familiar with the bike paths around Rock Hill, but still chose to drive to campus. However, those who do bike to school said that they never had a problem finding a bike rack for their bikes. Interestingly, the eight of the staff said they would not use either rental bikes or free bikes if provided on campus; the majority also said they would not carpool even when given incentives. Factors that seem to affect the staff and faculty's transportation decisions are affordability, time, and weather.

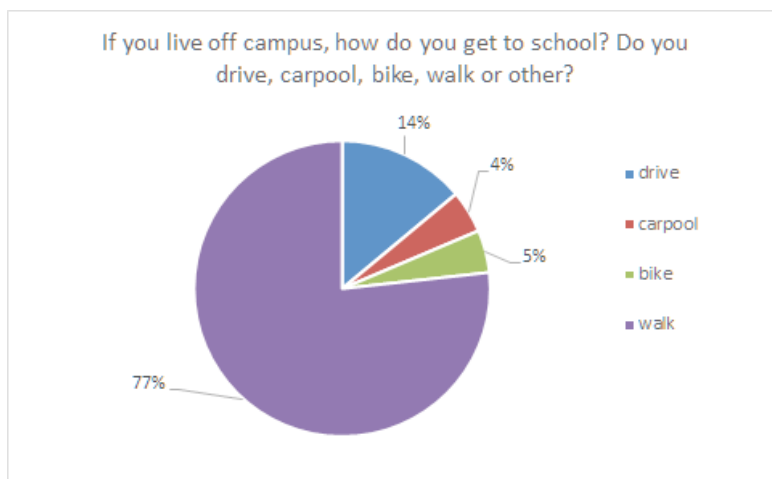
Sustainability Awareness

Regarding sustainability in general, 8 of faculty and staff said that on a daily basis they care "very often" about the environment; however, only half of those surveyed even knew that Winthrop had a Sustainability Office, and none knew about the office's Facebook page. Only two had heard of Winthrop's Environmentally Conscious Organization (ECO), and none of the faculty and staff surveyed knew about the Student Environmental Action Coalition (SEAC). When asked how they feel they contribute to the overuse of the earth's resources, nine of them stated that they drive a lot and simply do not recycle enough (or at all). Finally, when asked if Winthrop should be a car-free campus, 5 said "yes," and 5 said "no." However, 8 of those who supported the idea, in theory, commented that they do not believe a car-free campus would be suitable, or even possible, to implement at Winthrop, specifically.

STUDENTS - 40 Survey Responses

Modes of Transportation

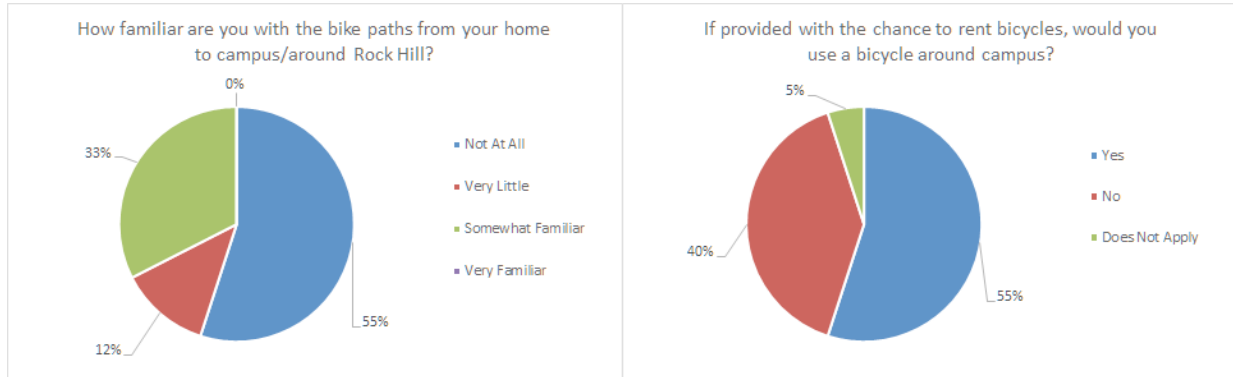
Forty students surveyed. From these responses, we were able to determine the primary issues and attitudes students had in common. Seventy percent of the students said they walk to classes just because they already live on campus (see chart below). The main reasons commuter students do not walk to campus related to inclement weather, time, and distance. When asked what would motivate them to walk to campus, all responded with nice weather, better sidewalks, and also personal incentives such as free food and free gifts.



- **Biking**

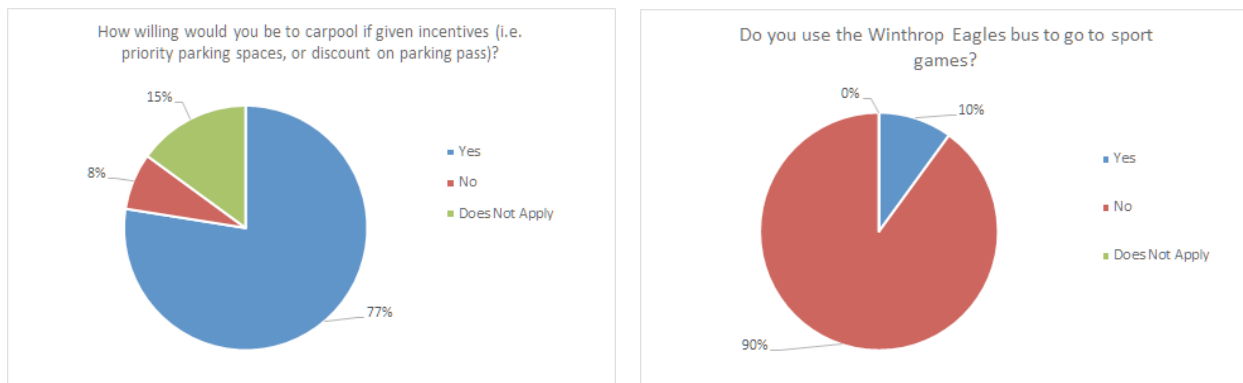
In terms of cycling to and from campus, 45% of the students surveyed were “very little” or “somewhat familiar” with the various bike paths around Rock Hill; the remaining 55% of the students claimed not to know bike paths even existed in Rock Hill. Ninety-three percent of respondents did not have issues finding bike racks because they simply do not bike to school.

Fifty-five percent of the students said they would bike around campus if bikes for rent were provided (see charts below).



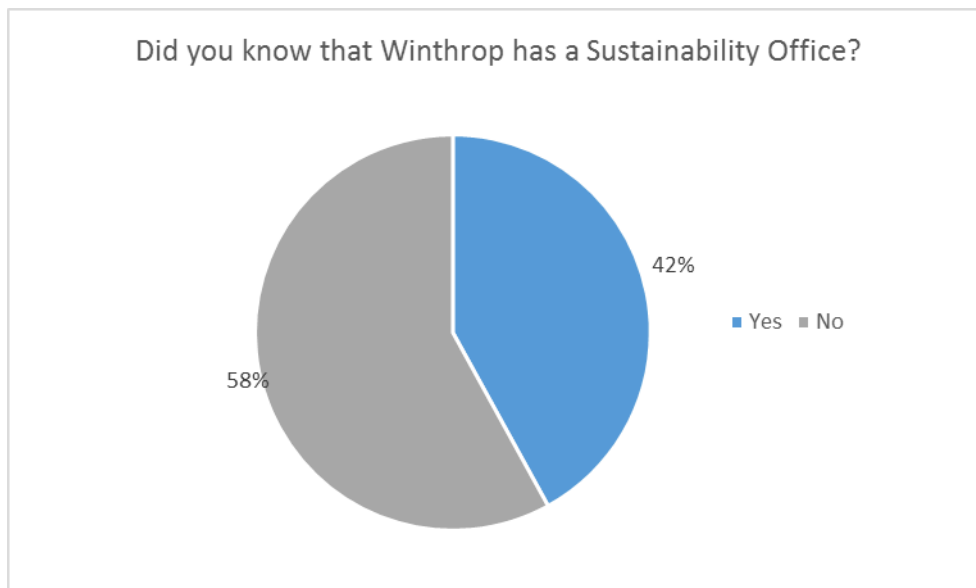
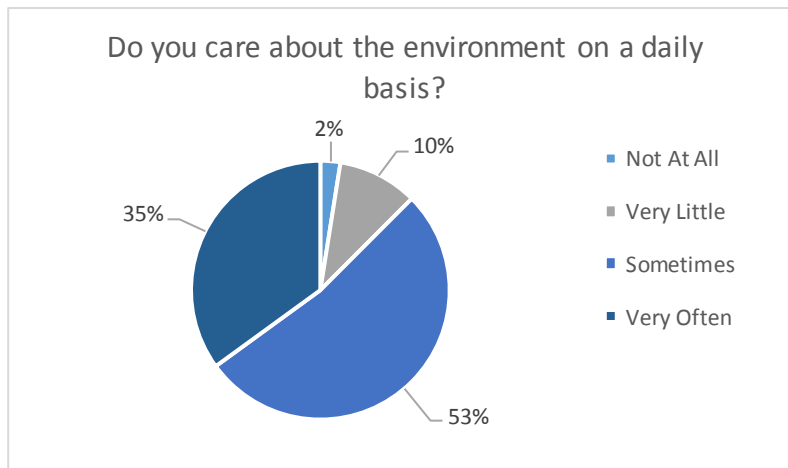
- **Carpooling / Public Transportation**

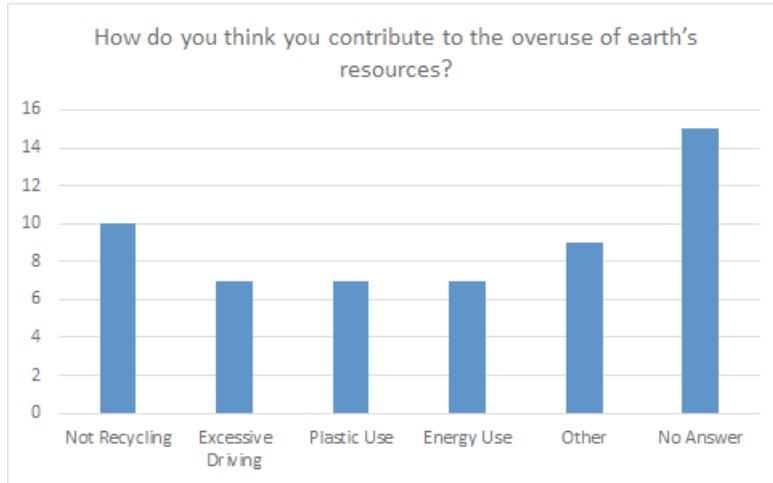
Seventy-seven percent of the students surveyed said they would be more inclined to carpool if Winthrop provided incentives such as close parking spaces. The student survey found that 90% of the respondents do not use the Winthrop Eagles bus to attend sporting events or the party bus to travel to Charlotte, etc. (see charts below). Forty-eight percent of the students said they would “sometimes” use accessible public transportation; however, they would not use a pick-up bus to and from Rock Hill stores and restaurants.



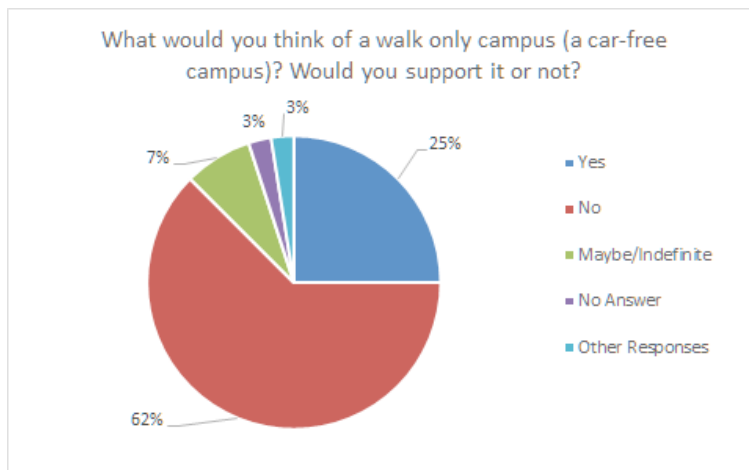
Sustainability Awareness

Thirty-nine students claimed they either “sometimes” or “very often” care about the environment on a daily basis, and only one person out of 40 students surveyed said that he/she did not care at all about the environment. It is important to note that eighty percent of the students did not know Winthrop had a sustainability office, or a Facebook page, or any of the environmentally conscious organizations around campus. Twelve percent of the surveyed students knew about the group ECO, and only 5% knew about SEAC; these organizations do not seem to be getting any significant student attention or engagement (see charts below).





Students stated that they contribute to the overuse of the earth's resources by excessive driving, not recycling, and excessively consuming energy. Whenever asked about a “walk only” or “car free” campus, 62% of the students stated they would not support such a change (see charts below). Furthermore, those who said they would support a car-free campus added that it would be highly inconvenient for many students.



SURVEY OBSERVATIONS

- **Cycling**

After compiling the surveys, we found a particularly interesting finding regarding campus cycling. Even though many students do not bike to/around campus, they said they would bike if the use of bikes were offered for rent or for free. All the students said they do not take into consideration the health benefits related to walking or biking to class, whereas a four of the faculty/staff responses included personal activity as a motivation to walk more.

Bike rentals is a successful program at other universities with sustainability efforts. The Office of Sustainability could try to implement this idea and gauge Winthrop students' response to bike rental options by emphasizing the convenience and low cost appeals as opposed to focusing on health benefits. A bike rental program is probably the most affordable program that could contribute to transportation sustainability at Winthrop.

- **Carpooling**

This survey showed that carpooling incentives could be successful at Winthrop because many students said they would carpool if there were benefits for themselves. Students' concerns and desires generally tended to coincide with personal benefits; although carpooling with incentives was not popular among the staff and faculty, the possibility received a highly favorable response among students. The Office of Sustainability should develop programs from the students' perspective and based on students reporting they want something in return for participating in a program. So while continuing to promote transportation sustainability, Winthrop's sustainability office could put an emphasis on how students might benefit from

choosing sustainable options in everyday life. Students want immediate results. They may be more satisfied and motivated to continue their sustainable behavior if they are rewarded.

- **Sustainability Awareness**

The top survey responses in regards to daily unsustainability habits included not recycling, excessive driving, and excessive energy consumption. Survey shows the programs that the Office of Sustainability could implement in order to promote sustainable habits and to make students more aware of the consequences of their actions.

This survey provided insight into the attitudes and actions of Winthrop students/faculty/staff and revealed many areas which the Winthrop Office of Sustainability needs to enhance. The most important improvement that should be addressed is the communication between the Office of Sustainability and the students/staff. The Office of Sustainability needs to find a way to get its “voice” out to campus and to make sure everyone is aware of its programs to make the campus more “green.” In addition, the sustainability office should better promote the organizations that already exists around campus and encourage more involvement. Based on the responses, emphasizing the personal benefits to students who join campus sustainability programs and organizations would potentially gain more attention than solely focusing on the environmental benefits.

SURVEY CONCLUSION

The survey provided information about transportation sustainability, and insights on sustainability in general and what students and faculty and staff are doing to positively contribute to their environment. The survey results can help the Office of Sustainability address the issues presented on the survey and implement possible greener transportation programs needed to create long-term change on campus.