

2011

University of North Florida Communiting Preferences Survey 2011

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University of North Florida Commuting Preferences Survey 2011

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Executive Summary

This report describes the 2011 Commuting Preferences Survey (CPS) of the University of North Florida (UNF). The goal of the survey is to assess the commuting preferences of the UNF community in order to design efficient and sustainable transportation practices. The UNF CPS was written by UNF Environmental Center staff and created using the online survey tool Vovici. Invitations to participate in the survey were sent to all UNF students, faculty, and staff by Institutional Research; the final response rate was 20.52%. The survey opened on March 7, 2011 and closed on April 11, 2011. Three alternative transportation modes were queried specifically in the survey. Interest levels in each of those appear in Figure X below.

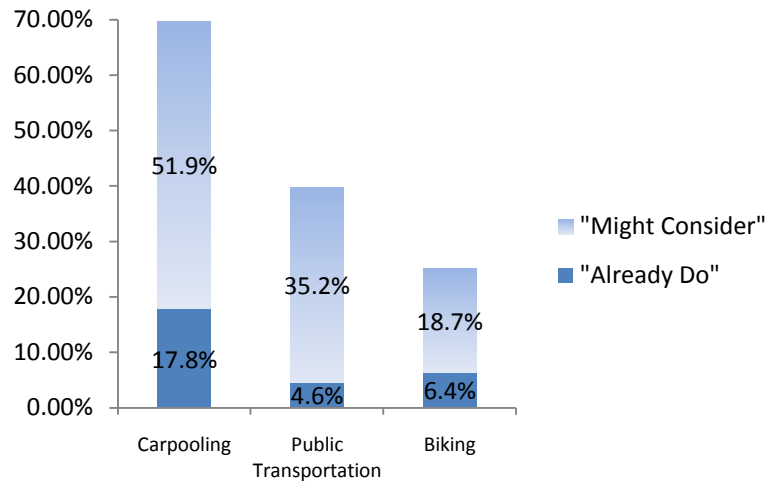


Figure 1. Stacked column graph expressing interest in three alternative transportation modes.

General Transportation Patterns

Primary means of transportation were assessed where 77.2% of respondents selected “driving alone,” 8.5% chose walking from campus housing, and 5.7% chose carpooling with another person whose end destination was UNF. A physical disability preventing use of one or more of these choices was addressed where 97.8% chose “No” and 2.2% chose “Yes.”

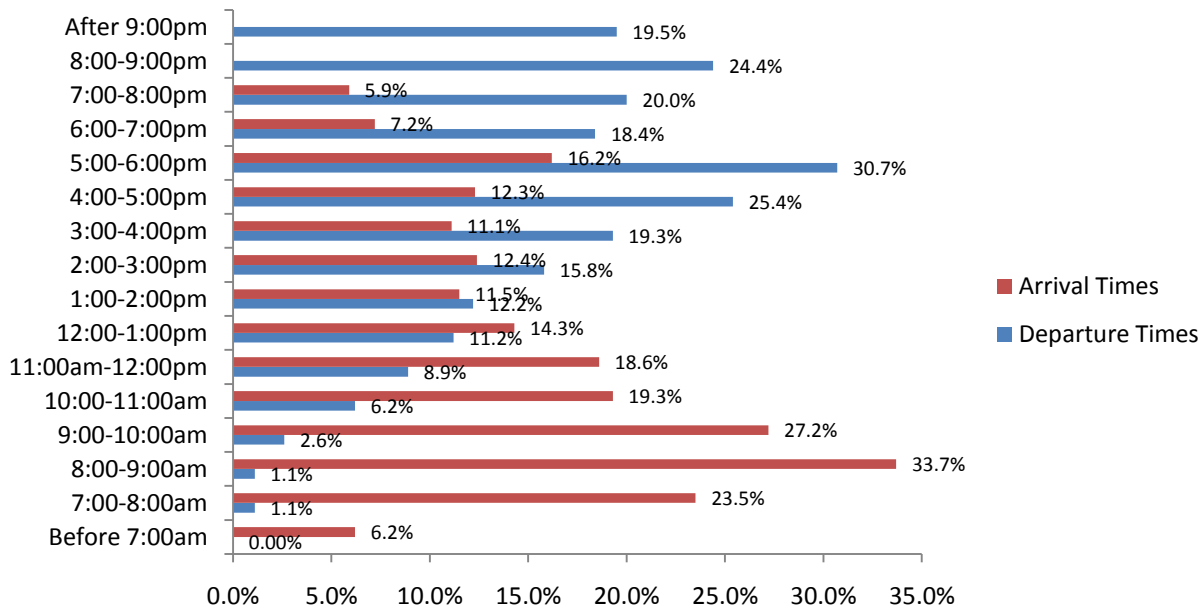


Figure 2. The bar graph above expresses peak arrival and departure times of respondents.

Respondents were asked if transportation issues ever prevented them from coming to campus. 70.3% chose “Yes” while 29.7% chose “No.” The most common reason given by those who selected “Yes” was that they could not find parking on a regular basis.

Interest in Alternative Modes of Transportation

Biking

Likelihood to bike to campus was addressed. 74.9% would not ever consider biking to campus, 18.7% might consider it, and 6.4% already bicycle to campus. Factors that would increase biking are as follows: additional bicycle parking, facilities on campus for bicycle maintenance, bicycle lockers, as well as clearly designated bicycle lanes both on and off campus. Bicycle technique and safety classes received the least amount of interest.

Carpooling

Likelihood to carpool to campus was addressed. 51.9% might consider it, 30.3% would not ever consider carpooling to campus, and 17.8% already carpool to campus. Factors that would increase carpooling are as follows: ways to find others who commute from close to their address or who have similar schedules, opportunity to know the person/people beforehand, and a guaranteed ride home in an emergency. The factor with the least desire was locating others with similar driving habits.

Public Transit

Likelihood to use public transit was addressed. 60.2% would never consider taking public transit, 35.2% would consider it, and 4.6% already use public transit. Factors that would increase the use of public transit are as follows: shorter and faster bus routes, a better match between the bus schedule and the respondent’s schedule, and easy access to a bus stop from their commute address. The least important factors were greater safety and lower cost of public transit.

The use of Express (minimal-stop) Bus Routes was addressed. 32.7% would not use any of the routes, 21.9% chose the Beaches, 18.8% chose Southside, and 14.4% chose the Orange Park area. Areas with the least interest were Downtown/Riverside/San Marco/Avondale. Maximum total travel time respondents were willing to spend utilizing an express bus are listed in descending order: 30 minutes, 20 minutes, 40 minutes, 10 minutes, 50 minutes, and greater than 50 minutes.

Economic Issues

Increasing student fees were addressed to gauge interest in off-campus shuttle routes. 40.1% might be willing pay an increase, 34.0% chose “No”, 17.1% were not students, while 8.8% chose “Yes.” The most desired routes in order of descending interest were the St. John’s Town Center, Beach/Hodges/Kernan, Southside/Gate/Touckton, and “None.”

Finally, respondents were asked at what gas price point they would consider using more alternatives to driving alone than they use now. 31.7% chose \$5 per gallon, 25.3% chose that gas prices would not affect their choice of transportation, while 21.5% chose \$4 per gallon. The choices with the least response were \$6 per gallon, over \$7 per gallon, that they never drive to campus, and \$7 per gallon.

Possible Solutions

Upon evaluating the results, it was concluded that a few changes could be relatively simple to implement. These changes include a carpooling program to help those commuting to campus find others with similar schedules and driving preferences; modifications to current bike lanes and ease of access to UNF for bicyclists when on and off campus; as well as implementing additional shuttle routes using the Osprey Connector. Transportation changes that would be relatively complicated to implement are those such as additional bus routes using JTA for commuter students; addition of new bike lanes on and off campus; as well as a free bus pass for the UNF community while using JTA.

Introduction

This report describes the 2011 Commuting Preferences Survey (CPS) of the University of North Florida (UNF). With rising fuel prices and the need for alternative transportation methods across the country, the Environmental Center strives to continue the “green” initiative and respond to the need for more sustainable practices concerning transportation on the UNF campus.

Introduction to UNF

The UNF campus in Jacksonville, Florida resides within 1,300 acres of nature and wildlife. Since UNF opened its doors in 1971, its student profile has predominantly been that of commuters. The campus has the ability to house 2,900 students throughout six different residence halls. Based on the universities’ student population profiles from 2003 through 2010 as well as students in residence halls, UNF has an average growing commuter population of 1.02% per year with a total commuter population increase of 1.14% from 2003-2010. Table 1 shows this more clearly (<http://www.unf.edu/info/facts/>).

Table 1. Total student population and estimated commuter population at UNF, 2003-2010.

	2003	2004	2005	2006	2007	2008	2009	2010	Total % Increase (2003-2010)	Average % Increase/Yr
Total Student Population	13,620	14,120	15,420	16,084	16,561	15,429	16,641	16,317	1.20	1.03
Estimated Commuter Population	11,720	12,220	13,520	14,184	14,661	13,529	13,741	13,417	1.14	1.02

This table displays the total student population of the University of North Florida based on university profiles from the years 2003 through 2010. The row labeled “Estimated Commuter Population” expresses the commuting population calculated by subtracting the maximum residence hall capacity of 1,900 students from the total student population. Starting in 2009, the maximum capacity that residence halls could house rose to 2,900 students with the addition of a new dormitory.

This commuter population has been accompanied by a need for additional parking spaces and new facilities. It has become apparent over several years that parking at UNF is an important issue and has been the topic of many debates among not only its students, but its faculty and staff.

The geographic location of the university allows for a large commuter population. There are two highways in the Jacksonville area that lead directly to UNF’s main campus. One of these highways is State Road 9A (SR 9A) which runs north and south where it serves Jacksonville east of Interstate 95 (I-95). Interstate 295 (I-295) runs north and south as well but it serves Jacksonville west of I-95. The other highway that leads directly to UNF is State Road 202, also termed John Turner Butler Boulevard (JTB) where it runs east and west from I-95 to the east coast. This system of roads allows for UNF to serve a large geographical area of commuter students both in the Jacksonville area and elsewhere. Figure 1 shows this more clearly.

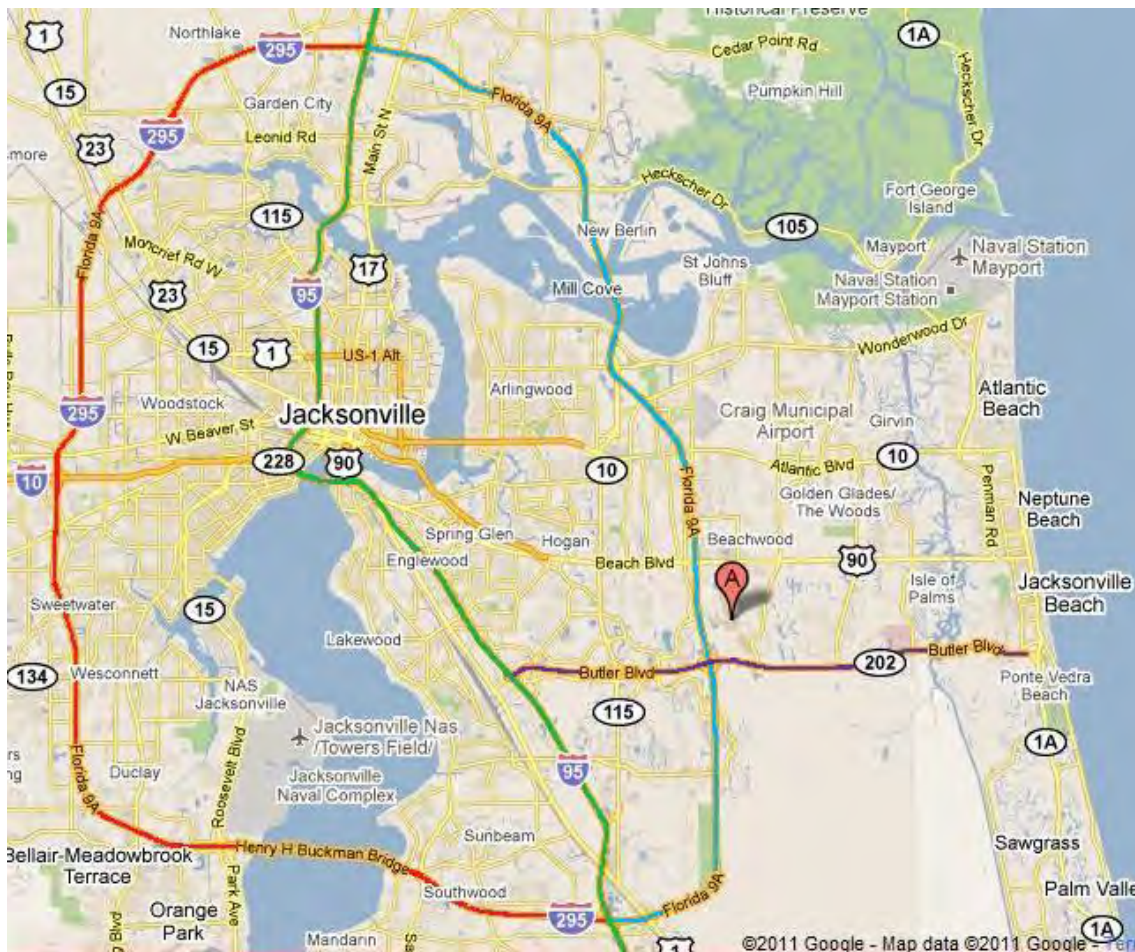


Figure 3. Map of the highways in the Jacksonville area that serve UNF’s commuter population. The letter “A” denotes the location of UNF. I-295 is highlighted in red; SR-9A is highlighted in blue; I-95 is highlighted in green; and JTB is highlighted in purple.

In order to accommodate “short-haul” routes, UNF’s current shuttle service, the “Osprey Connector,” serves the entire campus’ core as well as one “near-campus” site parking lot. Although this is an effective way to travel once on the institution campus, it does not allow for a way to travel to the campus from a different location. Jacksonville Transportation Authority (JTA) currently has two buses that travel to and from UNF from a nearby outside mall in the “St. Johns Town Center” for a small fee of \$1. The SS6 bus is a type of “short-haul” transit with a weekday frequency of 35 minutes where the R5 bus is a type of “long-haul” transit with a weekday frequency of 60 minutes. Although this seems ideal, the buses do not exclusively serve UNF and ridership exclusively to the campus is not known. Also, the SS6 and R5 cover limited residential areas.

Greenhouse Gas Emissions Inventory (GHGEI) and American College & University Presidents’ Climate Commitment (ACUPCC)

The UNF Environmental Center is active in promoting and coordinating sustainability on its campus where this survey is being implemented in pursuit of these efforts.

The Environmental Center conducted a GHGEI in 2009 in order to assess the amount of greenhouse gases that are released into the atmosphere do to activity exclusively caused by the university and its function (Pyati, Norbom, and Walker-Radtke, 2010). GHGEI’s are becoming increasingly essential with international concern for global warming, a desire to know where these gases are coming from and to what extent they are being emitted. The results of the UNF GHGEI can be seen in Figure 2.

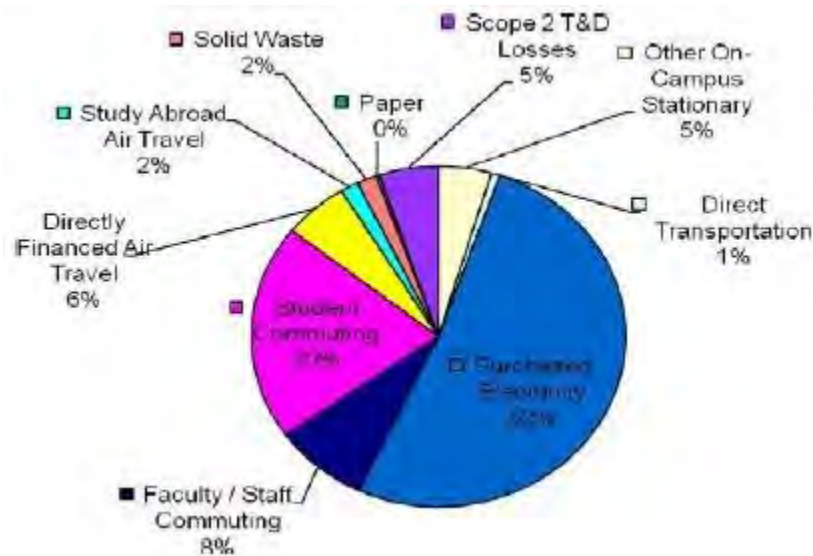


Figure 4. Pie chart expressing relative contributions of several sectors to overall UNF GHG emissions.

It was found that 20% of UNF's 2010 total GHG emissions was due to student commuting with an additional 8% being due to faculty and staff commuting as shown in the figure above. The total commuting emissions of 28% by of students, faculty, and staff was the second highest contributor to GHG emissions, behind purchased electricity.

Concurrently with the release of the GHGEI, on October 29, 2010, UNF became the 644th signatory of the American College & University Presidents' Climate Commitment (ACUPCC), an agreement to develop an institutional action plan for becoming climate neutral within two years of signing. The GHGEI revealed the significant impact of commuting on UNF's carbon footprint, and the ACUPCC signing established the high priority UNF has placed on reducing this footprint.

Geographic Information Systems (GIS) Study of Student Residential Patterns

A GIS study was performed by Dr. David Lambert and Robert D. Richardson in 2009 where students' addresses were gathered from the UNF Registrar's Office and parking pass sales provided by UNF Parking and Transportation Services were used to geographically locate and map where the UNF student community lives. Also modeled was the traffic flow of where the students were coming from throughout the typical business week of Monday through Friday to the university on the state roads and interstates described above.

The CPS measuring commuting attitudes and preferences of students, faculty, and staff is being conducted as a comparison report to the GIS study that strictly describes student residence patterns in order to attain a more accurate and complete description of commuting behaviors. This will allow development of transportation solutions to serve the UNF community.

The Goal

The goal of this survey is to ultimately reduce the campus' GHG emissions due to commuting. This survey will be used in conjunction with the GIS study described above in order to find appropriate solutions to the commuting preferences of the university community.

Among UNF's list of peer aspirants that have assessed their commuting population in similar ways include but are not limited to are the University of Maryland-Baltimore County, James Madison University, and University

of North Carolina-Wilmington. All of these universities have used the information they gathered to make one or more of the above necessary changes regarding the choice of how their community gets to campus.

Methodology

The 2011 UNF Commuting Preferences Survey (CPS) was created using the Vovici Survey Software. This software is available through UNF as its official survey-creating tool. Vovici is utilized by various universities such as the University of California Los Angeles (UCLA), the University of Notre Dame, and Harvard Business School (Vovici).

Conducting this survey encompassed a number of steps. Research was initially done to assess the steps taken towards alternative transportation and commuting preferences of all universities in the Florida State University System (SUS) as well as UNF's list of peer aspirants cited in Appendix 1. This research found other institutions that have conducted surveys similar to this CPS and those surveys were utilized to form a basis for this CPS. Major institutions whose surveys contributed to UNF's are listed in Appendix 1.

The survey was composed by the authors of this report and was reviewed by various members of the campus community including Dr. David Lambert of the College of Computing, Engineering and Construction; Neal Fisher, Director of Parking and Transportation Services; and members of the Environmental Center staff.

The survey was beta tested by the Environmental Center staff as well as additional members of the campus community to ensure that the survey worked mechanically and that it operated as expected. This allowed for further modification of a few questions concerning language confusion and branching efficiency.

The survey did not require an answer to every question. The only question that required an answer was the first one which addressed how the respondents would classify themselves, either as a student, faculty member, staff, or administrator. Thus, each question may have a different number of responses.

The Office of Institutional Research and Assessment then distributed the survey to all faculty, students, and staff for a total of 17,558 recipients. The official launch date of the survey was March 7, 2011. Two additional reminders to take the survey were sent to those who did not yet participate on March 21, 2011 and April 4, 2011. The official close date of the survey was April 11, 2011.

Respondents who chose to voluntarily give their identification number (N-number) at the end of the survey were entered into a prize drawing to win a \$25 gift certificate to the UNF bookstore. Four of these were given to four different people. The respondents chosen to receive this prize were selected using a random number generator in Microsoft Excel.

Results

A total of 17,448 members of the UNF community were invited to participate in the survey. Out of that population, 3,581 actively participated in the survey yielding a 20.52% response rate. Results are addressed on a question-by-question basis. Where there are two figures representing data, the first figure signifies student, faculty, staff, and administrator responses and the second figure for each question represents student only responses.

Question 1: UNF Survey Response Classification.

The purpose of this question is to identify the classifications of the survey participants. The classification question shows the percentage of UNF students, faculty, staff, and administrators that participated in the survey. This information is important to the report because it allows the investigators more insight about the responses to the questions on the survey.

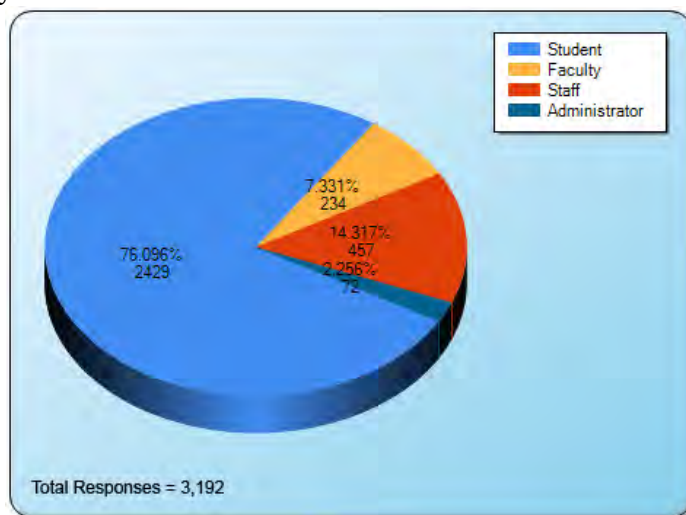


Figure 5. A pie chart showing the percentage of UNF students, faculty, staff, and administration that participated in the survey. Of the 3,192 respondents; 76.1% are students, 14.3% are staff, 7.3% are faculty, and 2.3% are administrators.

Question 2: Travel to UNF from Street/Cross-Street, Zip Code and City.

The purpose of question 2 is to identify the UNF commuting origination locations. The three parts of the question show origination from street/cross street, zip codes, and cities where students, faculty, staff and administration commute to UNF. The results show the majority of the UNF community originating in the city of Jacksonville at 62.3%. The results also show the plurality of the UNF community lives within the 32224 zip code. Given the large distribution of answers received from this question, responses can be obtained upon request by contacting the UNF Environmental Center.

Question 3: What is your primary means of transportation when arriving to campus?

The purpose of question 3 is to determine the most commonly used modes of transportation to campus. The question also shows the least commonly utilized modes of transportation. Participants were allowed to select only one option. The chart shows driving alone, carpooling, being dropped off, JTA buses, biking, UNF shuttle, motorcycles/motorized scooters, vanpools, walking, and walking –living on campus as choices for means of transportation.

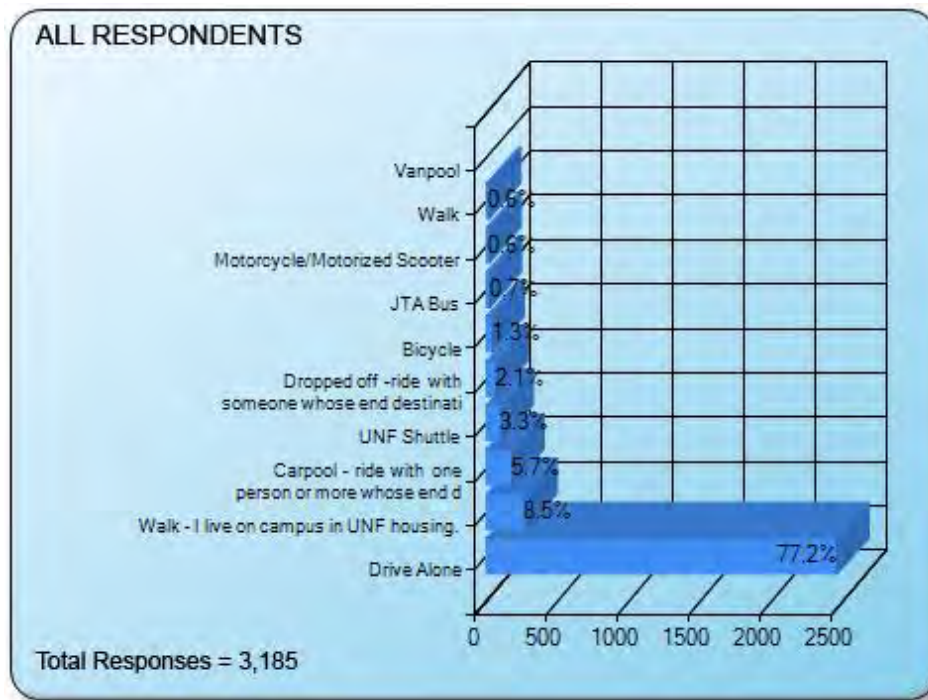


Figure 6. Bar graph expressing primary means of transportation to campus.

The results show that 77.2% of the UNF community drives alone to campus. The second highest response is 8.5% walking from students living on campus. The third highest response is carpooling at 5.7%. The selections that received the least amount of responses are biking, JTA buses, walking, motorcycles/motorized scooters, and vanpool.

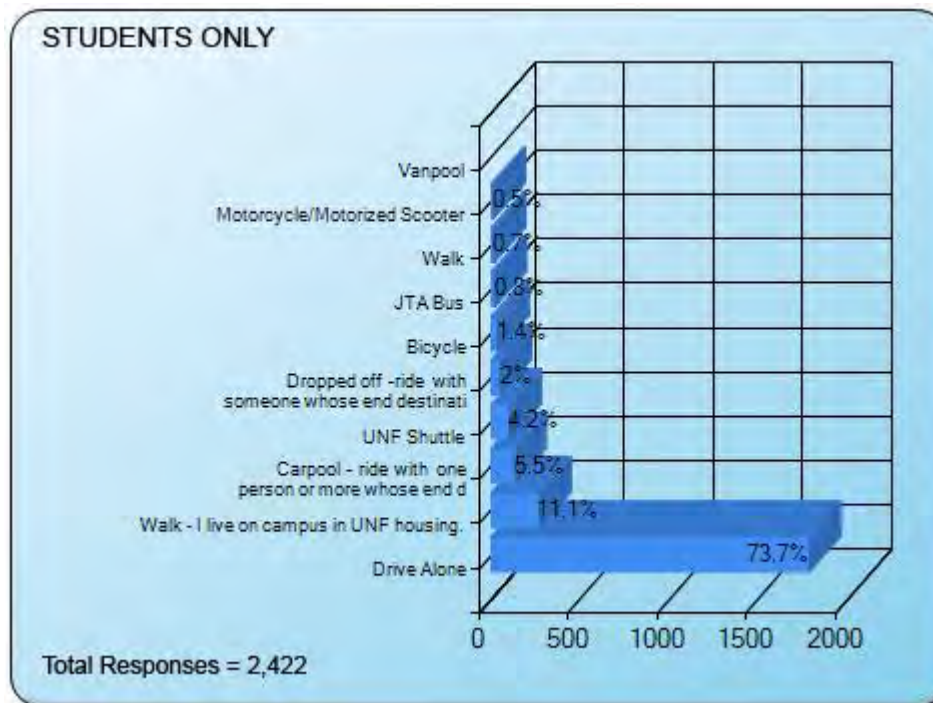


Figure 7. Bar graph expressing primary means of transportation to campus of students only.

The results show that 73.7% of students drive alone to campus. The second highest response is 11.1% walking from on campus housing. The third highest response is carpooling at 5.5%. The selections that received the least amount of responses are biking, JTA buses, walking, motorcycles/motorized scooters, and vanpool.

Question 4: Do you ever use another method of transportation to get to campus?

The purpose of question 4 is to determine if the UNF community uses more than one form of transportation to commute.

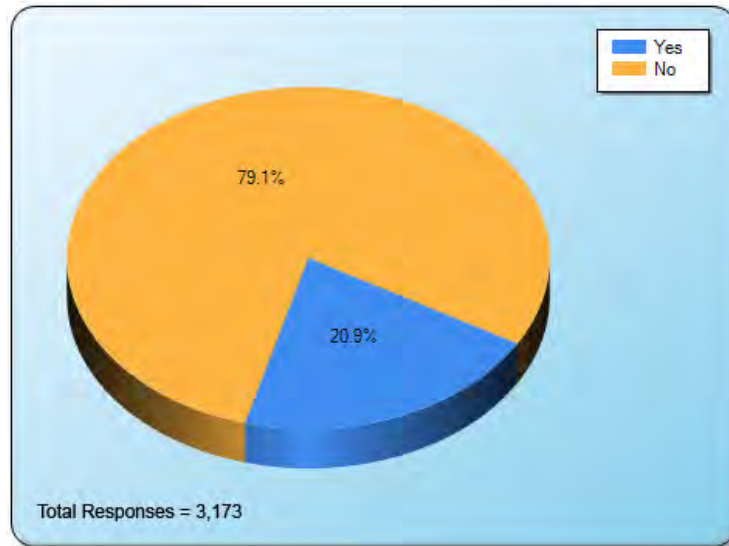


Figure 8. Pie chart expressing that 79.1% of respondents use only one form of transportation to commute to UNF and 20.9% use more than one form of transportation.

Question 4a: How often do you use other modes of transportation when arriving on campus?

This question polled the UNF community on how frequently they use different types of transportation. Every participant had the opportunity to respond to every form of transportation and the frequency of their use. The options for transportation were driving alone, biking, walking, vanpooling, carpooling, being dropped off at UNF, JTA bus, UNF Shuttle, and motorcycle/motor scooter. The options for frequency were separated into never/rarely, 1 day/wk, 2 days/wk, 3 days/wk, 4 days/wk, 5 days/wk, and more than 5 days/wk. This question was only answered by those who chose the “Yes” response from question 4.

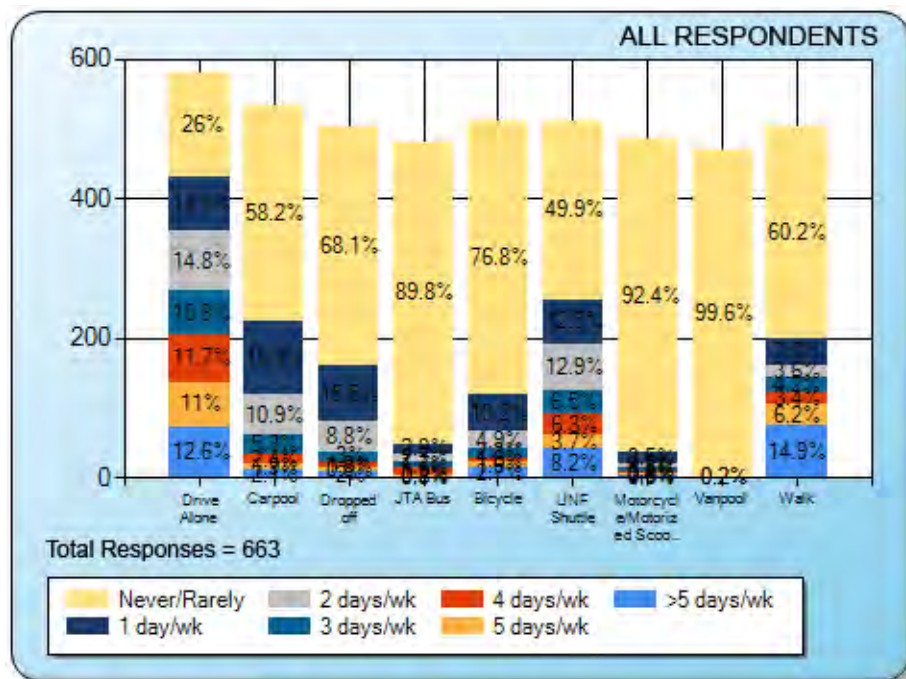


Figure 9. Stacked column graph showing the forms of transportation and how frequently they are utilized. The data shows that walking, driving alone, and the UNF shuttle are the most frequently utilized modes of transportation more than 5 days a week. The data also shows that the least used modes of transportation are vanpools, motorcycle/motorized scooters, and JTA buses.

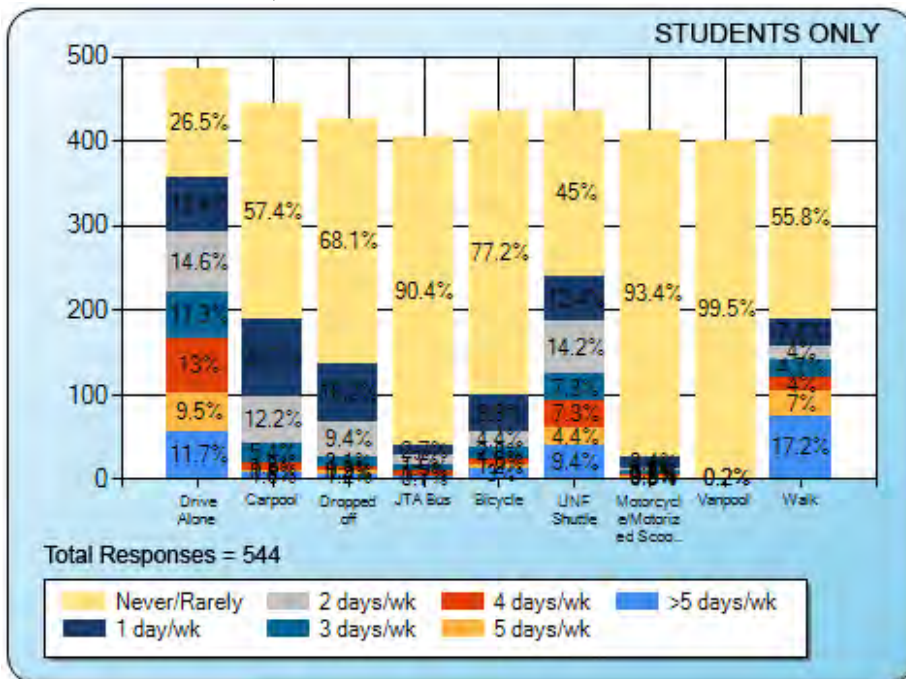


Figure 10. Stacked column graph showing the forms of transportation and how frequently they are utilized by students only. The data shows that walking, driving alone, and the UNF shuttle are the most frequently utilized modes of transportation more than 5 days a week. The data also shows that the least used modes of transportation are vanpools, motorcycle/motorized scooters, and JTA buses.

Question 5: Do you have a physical disability that would prevent you from using one or more of the transportation modes listed in the previous question?

This portion of the survey addresses the issue of physical disability preventing the use of certain modes of transportation to UNF. This question allowed participants to answer yes or no that they have a disability preventing them from using certain transportation options. There is also a space provided for those who respond yes to explain how their personal form of transportation is affected.

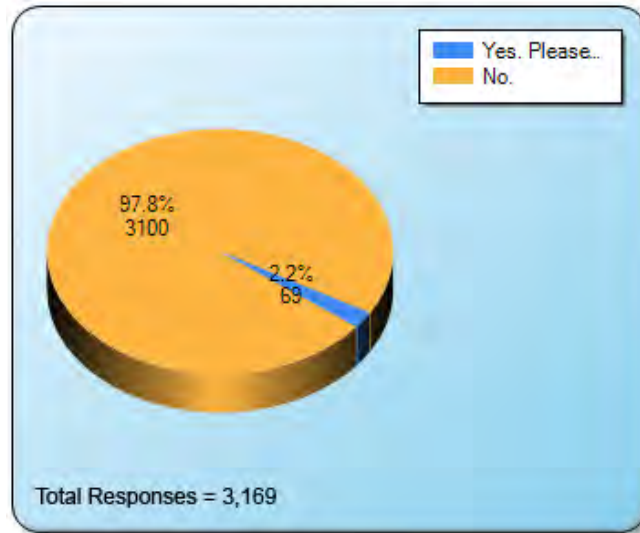


Figure 11. Pie chart showing that 97.8% of the survey participants responded “No” to having a physical disability that inhibits their use of certain modes of transportation. A total of 2.2% of participants responded “Yes” to having a physical disability that inhibits their use of certain forms of transportation. The 2.2% who answered yes to having a physical disability were able to explain how this affects their mode of transportation.

The most common responses were that respondents were physically handicapped and used wheelchairs or had injuries that prevented them from comfortably using an alternative transportation mode.

Question 6: What times do you usually arrive on campus?

This question deals with peak hours of arrival to campus. Participants were allowed to select all times during the day that they arrive on campus during the week. The choices for arrival time begin with before 7:00 a.m. and have hourly selections until 7:00 p.m. The purpose of this question is to assess the peak travel times of the UNF community on and around the campus’ immediate area. This will allow for more efficient transportation alternatives.

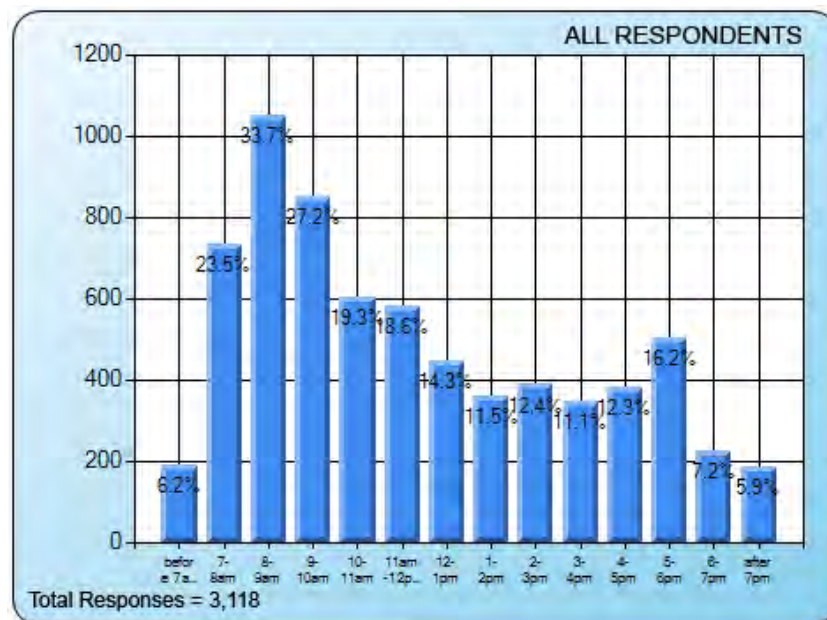


Figure 12. Column graph showing that the 8-9:00 a.m. hour is the peak arrival time to UNF. The 9-10:00 a.m. arrival hour is the second busiest, immediately followed by 7-8:00 a.m. arrival time. The arrival times fluctuate throughout the day decreasing hourly after 10:00 a.m. until they plateau at 1-2:00 p.m. and then gradually increase for another busy arrival time of 5-6:00 p.m.

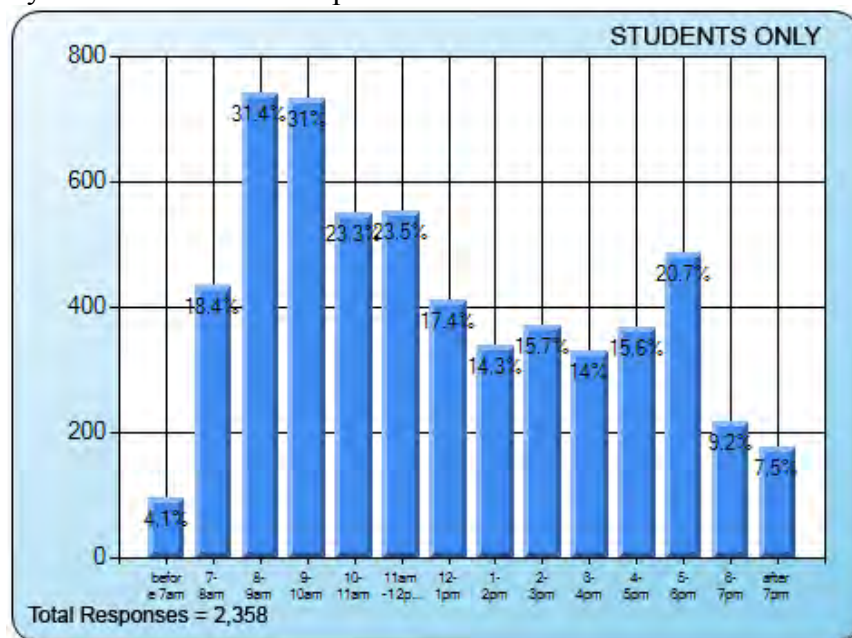


Figure 13. Column graph showing that the 8-9:00 a.m. hour is the peak arrival time to UNF for students only. The 9-10:00 a.m. arrival hour is the second busiest, immediately followed by 11 a.m.-12:00 p.m. arrival time. The arrival times fluctuate throughout the day decreasing hourly after 11:00 a.m. until they plateau at 1-2:00 p.m. and then gradually increase for another busy arrival time of 5-6:00 p.m.

Collectively, the peak arrival times for the UNF community are from 8 a.m.-10:00 a.m. and 5 p.m.-6:00 p.m.

Question 7: What times do you usually depart from campus?

This question deals with peak hours of departure from campus. Participants were allowed to select all times during the day that they depart from campus during the week. The choices for departure time begin with before

7:00 a.m. and have hourly selections until 7:00 p.m. The purpose of this question is also to assess the peak travel times of the UNF community on and around the campus' immediate area. This will allow for more efficient transportation alternatives as well.

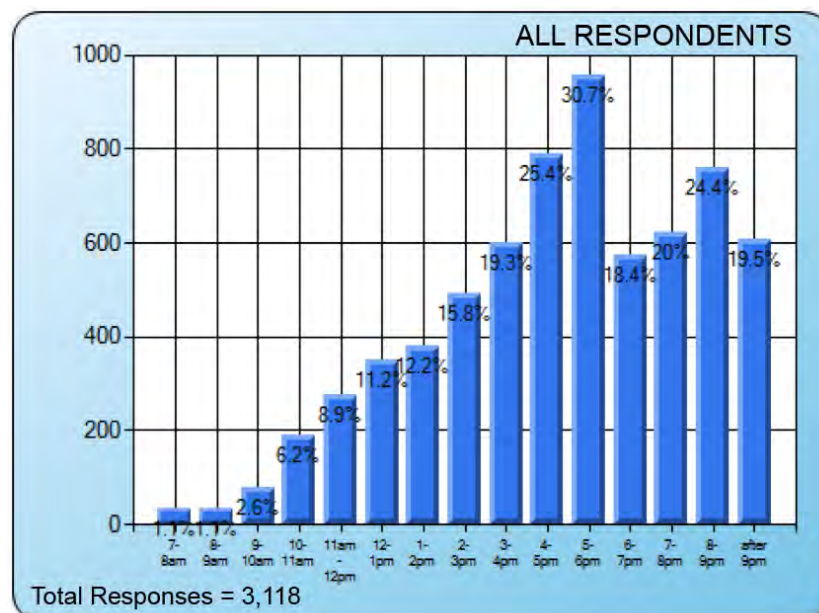


Figure 14. Column graph showing that the 5-6:00 p.m. hour is the peak departure time from UNF. The 4-5:00 p.m. departure hour is the second busiest, immediately followed by 8-9:00 p.m. departure time. The departure times increase hourly throughout the day until 5-6:00p.m. and then fluctuate after 6-7:00 p.m.

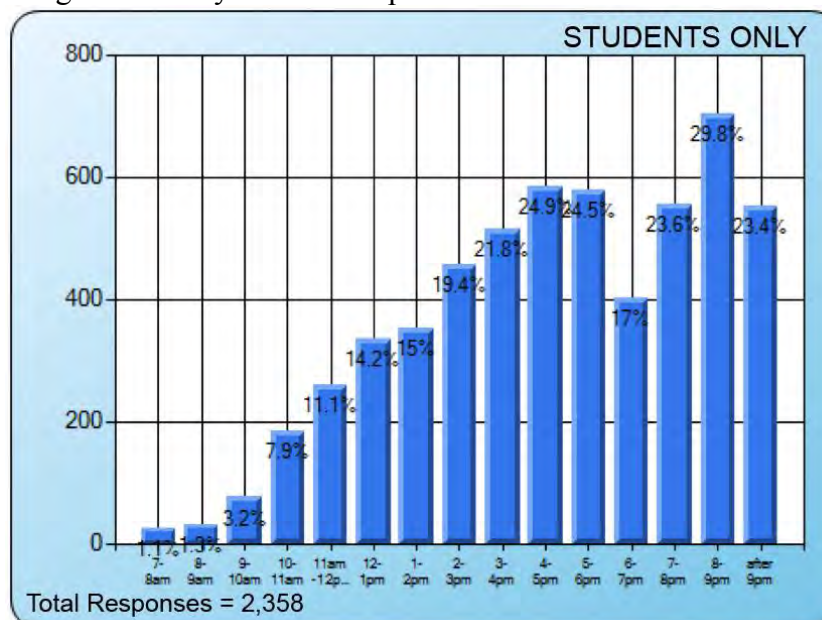


Figure 15. Column graph showing that the 8-9:00 p.m. hour is the peak departure time from UNF for students only. The 4-5:00 p.m. departure hour is the second busiest, immediately followed by 5-6:00 p.m., 7-8:00 p.m., and after 9 p.m. departure times. The departure times steadily increase throughout the day until decreasing rapidly at 6-7:00 p.m.

Collectively, the peak departure times for the UNF community are from 5 p.m.-9:00 p.m.

Question 8: Do transportation problems ever prevent you from coming to campus?

This question was meant to assess the impact that various transportation components had on preventing arrival to campus. These transportation components included not having regular access to a car, not being able to find a parking space, etc.

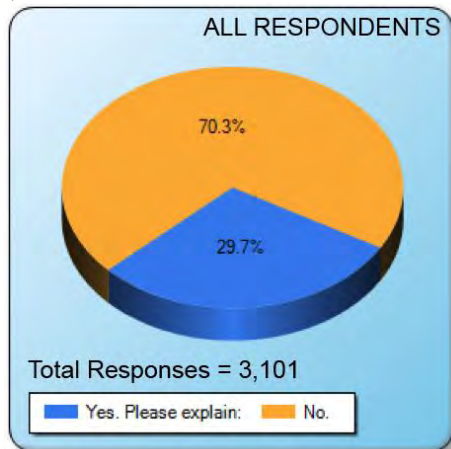


Figure 16. Pie chart expressing that 70.3% of respondents chose that transportation problems never prevent them from coming to campus while 29.7% of respondents chose that transportation problems do sometimes prevent them from coming to campus.

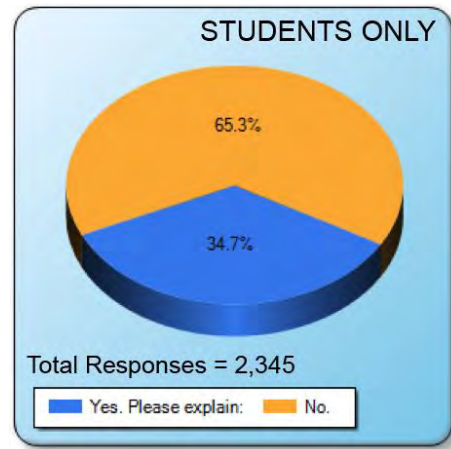


Figure 17. Pie chart representing students only where 65.3% chose that transportation problems never prevent them from coming to campus while 34.7% chose that transportation problems do sometimes prevent them from coming to campus.

Respondents who chose "Yes" were able to explain why they chose this answer. The most common transportation component that prevented arrival to campus was a lack of available parking spaces and having a long commute to campus.

Question 9. Would you ever consider biking to campus?

This question was intended to address the willingness of the UNF community to bicycle to school. Respondents could choose only one response. Those who chose "Yes" or "Maybe" were directed to question 9a.

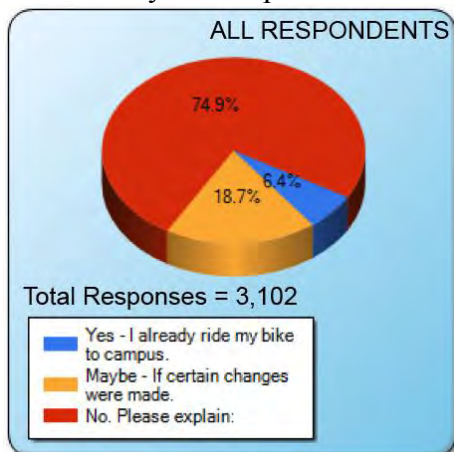


Figure 18. Pie chart expressing that a majority of 74.9% chose that they would never consider biking to campus; 18.7% chose that they might consider biking to campus; and 6.4% chose that they already bicycle to campus. The total

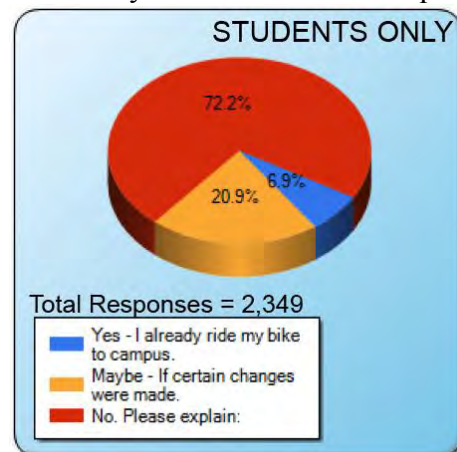


Figure 19. Pie chart representing student only responses expressing that a majority of 72.2% chose that they would never consider biking to campus; 20.9% chose that they might consider biking to campus; and 6.9% chose that they

percentage of respondents who were directed already bicycle to campus. The total percentage of student respondents who were directed to the next question was 25.1%.

Those who chose “No” were able to explain why they chose this answer. An overwhelming number of explanations were that they simply live too far from campus. A few respondents explained their unwillingness to ride a bicycle to campus for reasons that are addressed in question 9a. In order to be directed to that question, a “Yes” or “Maybe” answer to this question was required.

Question 9a: Which of the following would increase the likelihood that you would bicycle to campus at least one day per week?

This question was only answered by those who chose the “Yes – I already bicycle to campus” or “Maybe – If certain changes were made” response from question 9. Its purpose is to assess the preferences of those who already bicycle to campus or those who would consider riding their bikes as a form of alternative transportation. The greatest valued responses will be evaluated based on the number of choices that received a “Would Definitely Bike,” “Very Likely,” and “Somewhat Likely.”

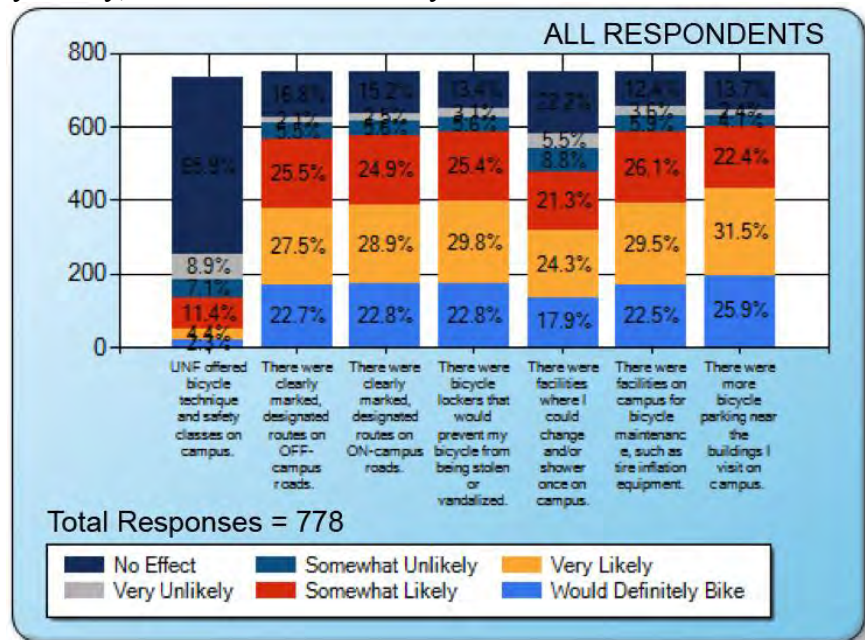


Figure 20. Stacked column graph expressing that out of the 25.1% of those who chose “Yes” or “Maybe” to the previous question:

- 79.8% would like more bike parking near the buildings they visit on campus;
- 78.1% would like facilities on campus for bike maintenance, such as tire inflation equipment;
- 78.0% would like bike lockers that would prevent their bike from being stolen or vandalized;
- 76.6% would like there to be clearly marked, designated routes on ON-campus roads;
- 75.7% would like there to be clearly marked, designated routes on OFF-campus roads;
- 63.5% would like facilities where they could change and/or shower once on campus;
- 18.1% would like bike technique and safety classes offered on campus.

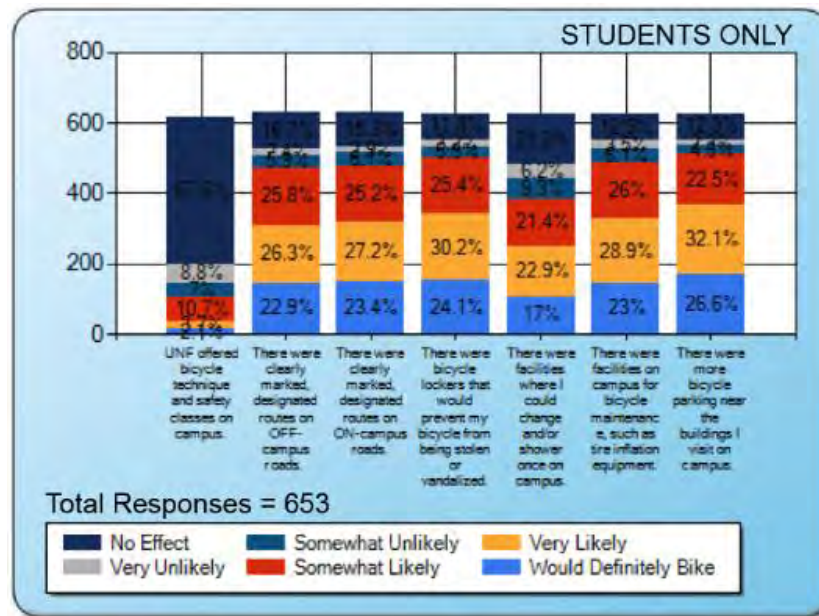


Figure 21. Stacked column graph for students only expressing that out of the 27.8% of those who chose “Yes” or “Maybe” to the previous question:

- 81.2% would like more bike parking near the buildings they visit on campus;
- 79.7% would like bike lockers that would prevent their bike from being stolen or vandalized;
- 77.9% would like facilities on campus for bike maintenance, such as tire inflation equipment;
- 75.8% would like there to be clearly marked, designated routes on ON-campus roads;
- 75.0% would like there to be clearly marked, designated routes on OFF-campus roads;
- 61.3% would like facilities where they could change and/or shower once on campus;
- 16.6% would like bike technique and safety classes offered on campus.

Collectively, the two choices with the least influence on biking to campus are facilities to shower/change once on campus and whether or not UNF offered bike technique and safety classes on campus. Bike parking, bike lockers, bike maintenance, and bike routes on and off campus were consistent in being the most important factors in increasing the likelihood that respondents would bike to campus.

Question 10. Would you ever consider carpooling to campus?

This question was intended to address the willingness of the UNF community carpool to school. Respondents could choose only one response. Those who chose “Yes” or “Maybe” were directed to question 10a.

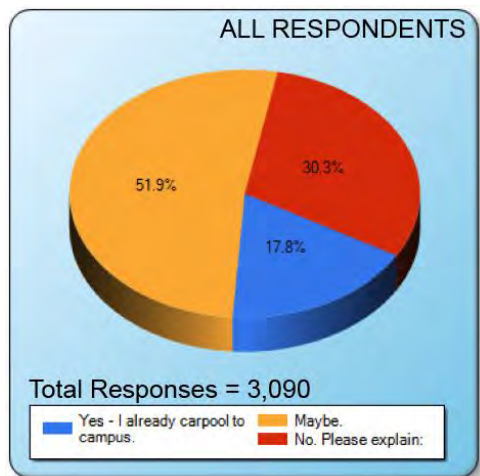


Figure 22. Pie chart expressing that a majority 51.9% chose that they might consider carpooling to campus; 30.3% chose that they would never consider carpooling to campus; and 17.8% chose that they already carpool to campus. The total percentage of respondents who were directed to the next question was 69.7%

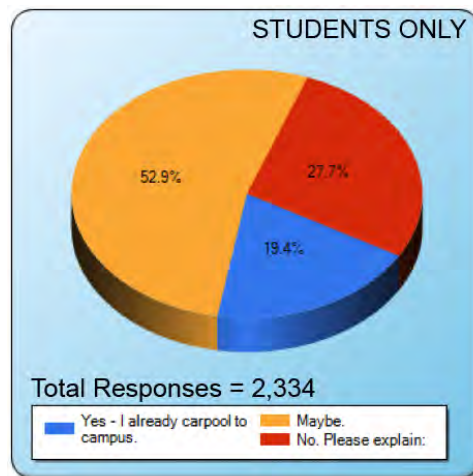


Figure 23. Pie chart representing student only responses expressing that a majority of 52.9% chose that they might consider carpooling to campus; 27.7% chose that they would never consider carpooling to campus; and 19.4% chose that they already carpool to campus. The total percentage of student respondents who were directed to the next question was 72.3%.

Those who chose “No” were able to explain why they chose this answer. A variety of explanations were obtained where the most common ones were that they have other stops to make when arriving and departing campus such as work and picking up or dropping off their children where others expressed that they enjoy being able to come and go as they please or simply that they do not know how to find others with similar schedules. Many respondents explained their unwillingness to carpool to campus for reasons that are addressed in question 10a. In order to be directed to that question, a “Yes” or “Maybe” answer to this question was required.

Question 10a. Which of the following would increase the likelihood that you would carpool to campus at least one day a week?

This question was only answered by those who chose the “Yes – I already carpool to campus” or “Maybe” response from question 10. Its purpose is to assess the preferences of those who already carpool to campus or those who would consider carpooling as a form of alternative transportation. The greatest valued responses were evaluated based on the number of choices that received a “Would Definitely Carpool,” “Very Likely,” and “Somewhat Likely.”

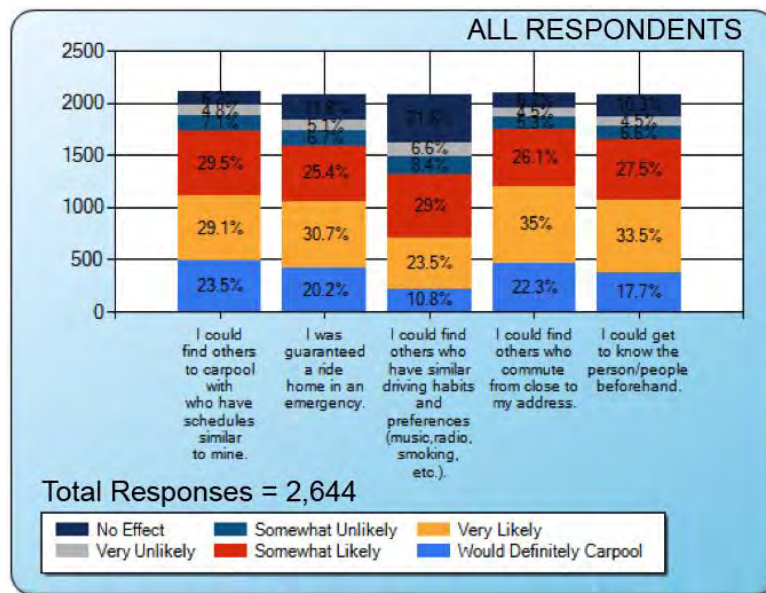


Figure 24. Stacked column graph expressing that out of the 69.7% of those who chose “Yes” or “Maybe” to the previous question:

- 83.4% would like a way to find others who commute from close to their address;
- 82.1% would like a way to find others to carpool with who have similar schedules similar to their own;
- 78.7% would like a way to get to know the person/people beforehand;
- 76.3% would like to be guaranteed a ride home in an emergency;
- 63.3% would like a way to find others who have similar driving habits and preferences (music, radio, smoking, etc.).

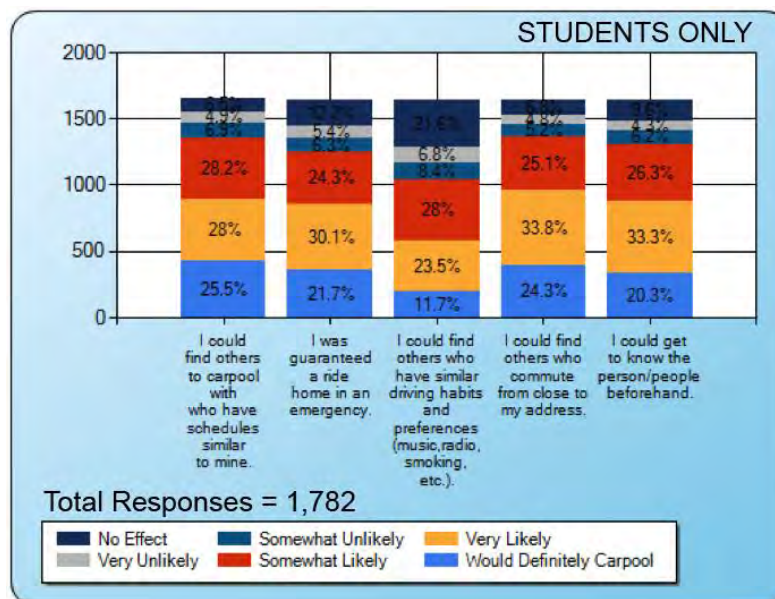


Figure 25. Stacked column graph representing students only expressing that out of the 72.3% of those who chose “Yes” or “Maybe” to the previous question:

- 83.2% would like a way to find others who commute from close to their address;
- 81.7% would like a way to find others to carpool with who have schedules similar to their own;
- 79.9% would like a way to get to know the person/people beforehand;
- 76.1% would like to be guaranteed a ride home in an emergency;

- 63.2% would like a way to find others who have similar driving habits and preferences (music, radio, smoking, etc.).

The information for all respondents and student only respondents followed the same patterns where the least important factor in carpooling to campus is to find those who have similar driving habits. Finding someone who commutes from close to their address, finding others with similar schedules, having a way to get to know the person/people beforehand, and being guaranteed a ride home in an emergency were the most important to respondents.

Question 11. Would you ever consider taking public transit to campus?

This question was intended to address the willingness of the UNF community take public transit to school. Respondents could choose only one response. Those who chose “Yes” or “Maybe” were directed to question 11a.

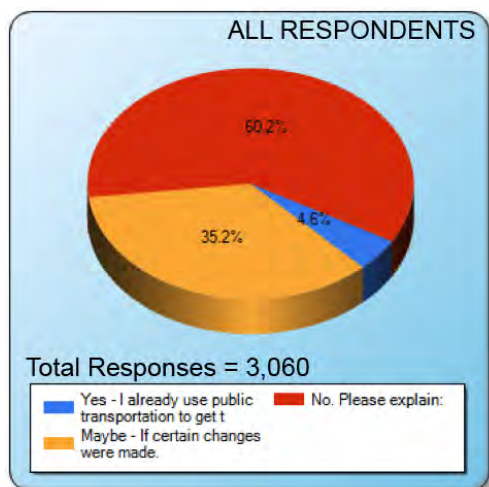


Figure 26. Pie chart expressing that majority of 60.2% chose that they would never consider taking public transit to campus; 35.2% chose that they might consider taking public transit to campus if certain changes were made; and 4.6% chose that they already take public transit to campus. The total percentage of respondents who were directed to the next question was 39.8%.

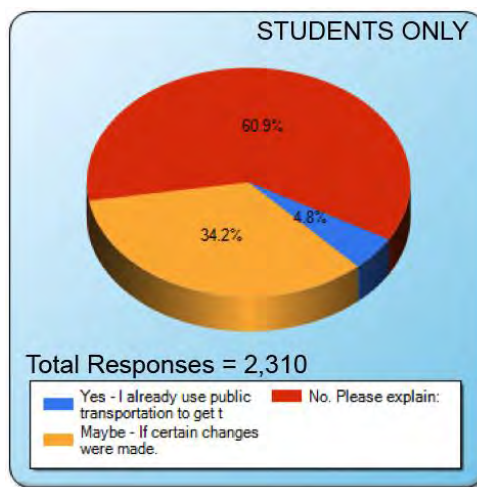


Figure 27. Pie chart representing student only responses expressing that a majority of 60.9% chose that they would never consider taking public transit to campus; 34.2% chose that they might consider taking public transit to campus if certain changes were made; and 4.8% chose that they already take public transit to campus. The total percentage of respondents who were directed to the next question was 39.0%.

Those who chose “No” were able to explain why they chose this answer. Many respondents explained their unwillingness to take public transit to campus for reasons that are addressed in question 10a such as safety, efficiency, and bus stops near their home. In order to be directed to that question, a “Yes” or “Maybe” answer to this question was required. The most common explanation not addressed in question 10a was that they simply live too far from the UNF campus so public transit would take too long.

Question 11a. Which of the following would increase the likelihood that you would take public transit to campus at least one day per week?

This question was only answered by those who chose the “Yes – I already use public transportation to get to campus” or “Maybe – If certain changes were made” response from question 11. Its purpose is to assess the preferences of those who already take public transit to campus or those who would consider public transit as a

form of alternative transportation. The greatest valued responses will be evaluated based on the number of choices that received a “Would Definitely Carpool,” “Very Likely,” and “Somewhat Likely.”

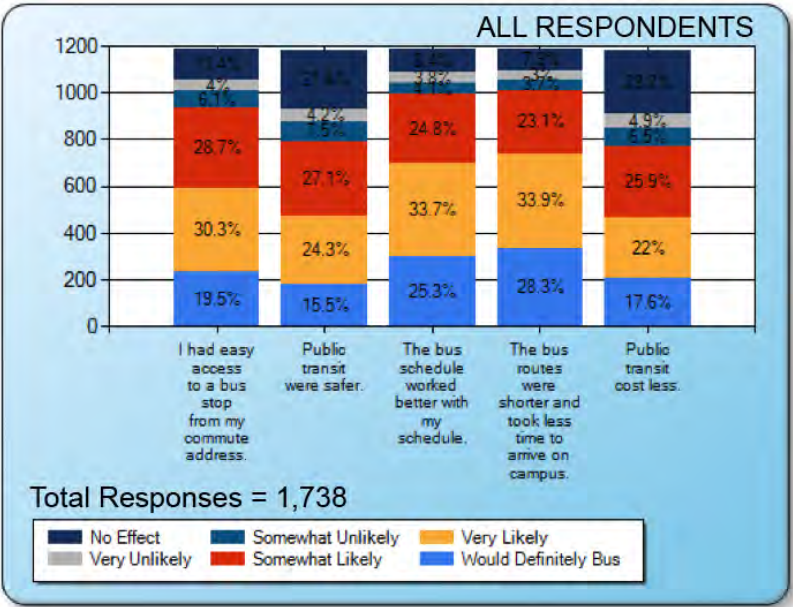


Figure 28. Stacked column graph expressing that out of the 39.8% of those who chose “Yes” or “Maybe” to the previous question:

- 85.3% would like the bus routes to be shorter and take less time to arrive on campus;
- 83.8% would like the bus schedule to work better with their schedule;
- 78.5% would like to have easy access to a bus stop from their commute address;
- 66.9% would like public transit to be safer;
- 65.5% would like public transit to cost less.

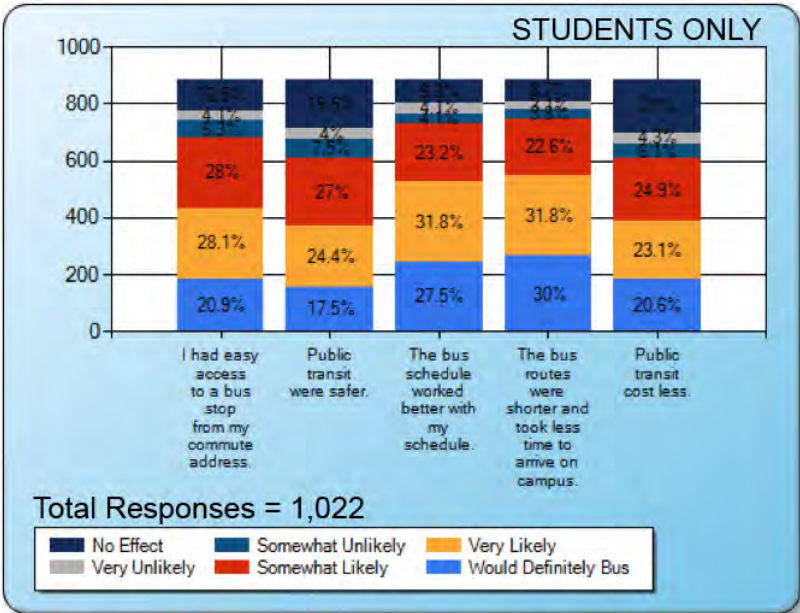


Figure 29. Stacked column graph representing students only expressing that out of the 39.0% of those who chose “Yes” or “Maybe” to the previous question:

- 84.4% would like the bus routes to be shorter and take less time to arrive on campus;
- 82.5% would like the bus schedule to work better with their schedule;
- 77.0% would like easy access to a bus stop from their commute address;

- 68.9% would like public transit to be safer;
- 68.6% would like public transit to cost less.

The information for all respondents and student only respondents followed the same patterns where the two least important factors in taking public transit to campus were if public transit were safer and if public transit cost less. The bus routes being shorter and taking less time to arrive on campus, the bus schedule working better with their schedules, and having easy access to a bus stop from their commute address were the most important to respondents.

Question 12. Which of the following Express (minimal-stop) Bus Routes would you take to campus if instituted in the future?

This question was intended to gauge interest in various minimal-stop bus routes if instituted in the future. The routes chosen were those closest to UNF's immediately surrounding areas and were deemed most feasible for an "express bus." Those who answered "None" were not directed to question 12a.

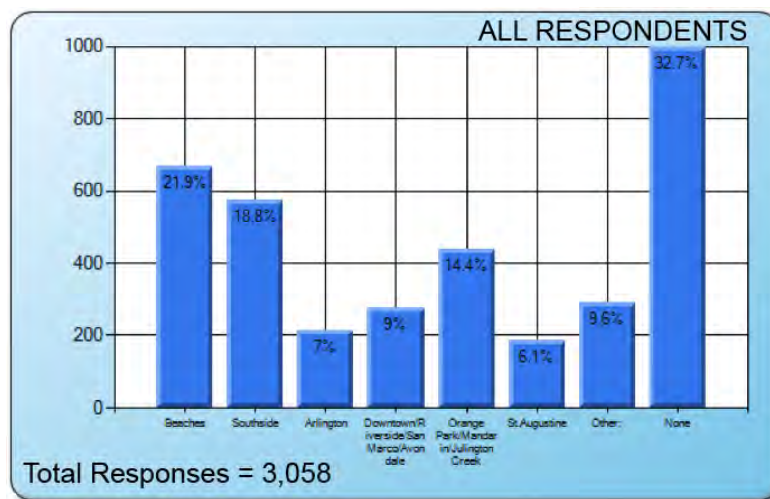


Figure 30. Column graph expressing that:

- 32.7% chose that they would not use any of the listed bus routes;
- 21.9% chose the "Beaches" route;
- 18.8% chose the "Southside" route;
- 14.4% chose the "Orange Park/Mandarin/Julington Creek" route;
- 9.6% chose the "Other" category;
- 9% chose the "Downtown/Riverside/San Marco/Avondale" route;
- 7% chose the "Arlington" route;
- 6.1% chose the "St. Augustine" route.

The total percentage of respondents that were directed to the next question was 67.3%.

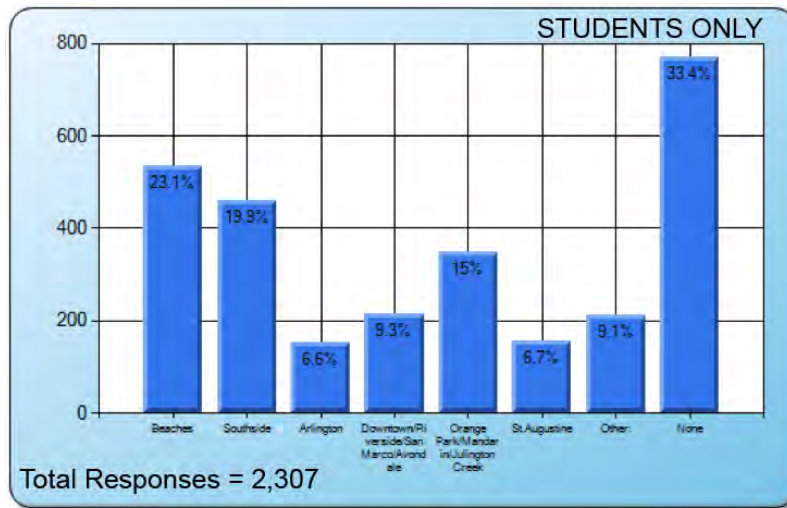


Figure 31. Column graph expressing that:

- 33.4% chose that they would not use any of the listed bus routes;
- 23.1% chose the “Beaches” route;
- 19.9% chose the “Southside” route;
- 15.0% chose the “Orange Park/Mandarin/Julington Creek” route;
- 9.3% chose the “Downtown/Riverside/San Marco/Avondale” route;
- 9.1% chose the “Other” category; 6.7% chose the “St. Augustine” route;
- 6.6% chose the “Arlington” route.

The total percentage of respondents that were directed to the next question was 66.6%.

The information for all respondents and student only respondents followed the same patterns where the three least desired routes were Arlington, St. Augustine, and Downtown/Riverside/San Marco/Avondale. The three most desired routes were Orange Park/Mandarin/Julington Creek, Southside, and the Beaches. Those who chose “Other” were allowed to fill in an alternative bus route not listed that would suit them better. The most common responses were Westside, Northside, and Town Center. A number of respondents chose that they would not use any express bus route if instituted in the future.

Question 12a. What is the maximum total travel time you would be willing to spend utilizing an Express Bus?

This question was intended to address the total amount of time willing to spend using an express bus. Total travel time includes waiting time, traveling time, and extra time spent preparing for a bus trip that one would not have to spend driving their own car. Those who answered “None” to question 12 were not directed to this question.

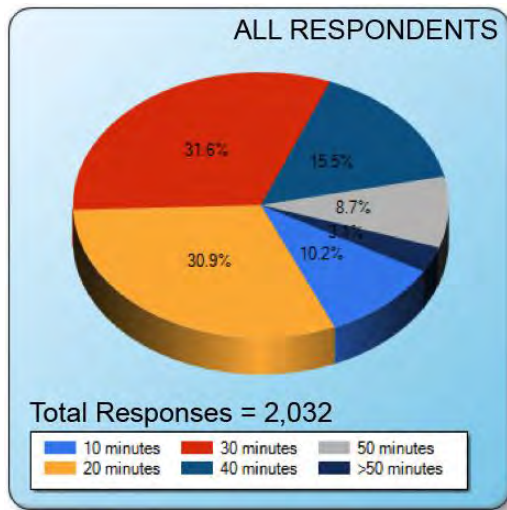


Figure 32. Pie chart expressing that of the 67.3% who were directed from the previous question, a plurality of 31.6% chose that they would allow 30 minutes, 30.9% chose that they would allow 20 minutes, 15.5% chose that they would allow 40 minutes. The times with the fewest responses were 10 minutes, 50 minutes, and greater than 50 minutes.

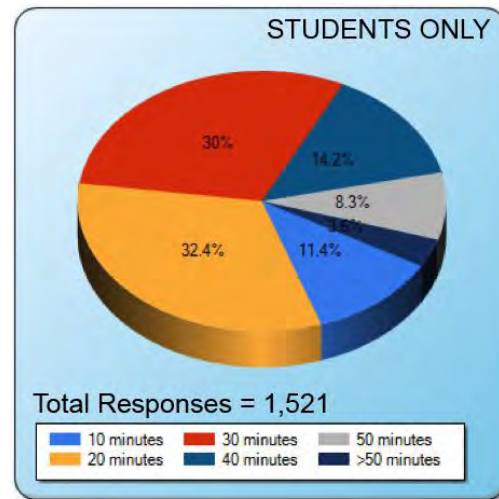


Figure 33. Pie chart representing students only expressing that of the 66.6% who were directed from the previous question, a plurality of 32.4% chose that they would allow 20 minutes, 30.0% chose that they would allow 30 minutes, and 14.2% chose that they would allow 40 minutes. The times with the fewest responses were 10 minutes, 50 minutes, and greater than 50 minutes.

Collectively, preferred total travel time spent using an express bus was similar among all respondents and students only. The only difference was seen in that the plurality of all respondents were willing to wait 30 minutes while the plurality of students selected 20 minutes.

Question 13. Would you be willing to pay a small increase in student fees for off-campus shuttle routes?
[This is not a vote, just a question to gauge interest.]

The purpose of this question was to address the issue of fees regarding off-campus shuttle routes. It has been clearly stated in the question to the respondent that their response is **not** a vote and that it is being asked solely to gauge interest. Those who respond “Yes” or “Maybe” were directed to question 13a. A total of 17.1% of respondents selected that they are not students.

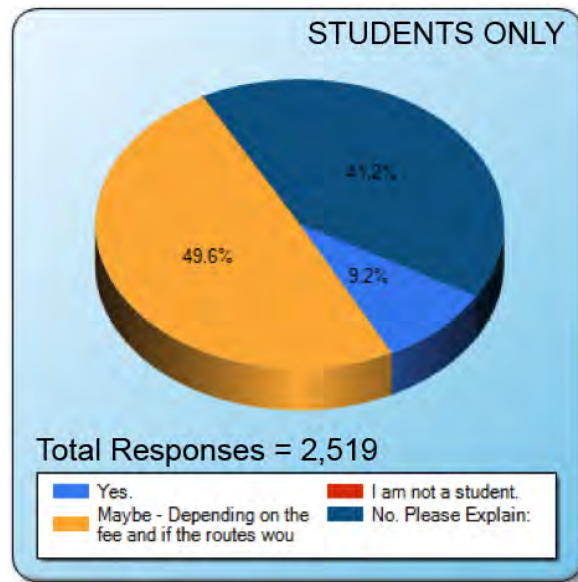


Figure 34. Pie chart representing students only expressing that a plurality of 49.6% chose that they might be willing to pay an increase in student fees depending on the routes and if they benefited from them; 41.2% chose that they would not be willing to pay an increase in student fees; and 9.2% chose that they would be willing to pay an increase in student fees. The total percentage of respondents directed to the next question was 58.8%.

Collectively, trends in willingness to pay a small increase in student fees were the same according to all respondents and students only. Most chose that they might support the fee increase if the routes would benefit them while the next most frequent response was that they would not support a fee increase, and the least most frequent response was that they would support a fee increase. Those who chose “No” were allowed to explain why they chose this answer. The most common explanation was that student fees are already too high and that they do not want to pay for something that they will not use.

Question 13a. If there were off-campus shuttle-type transportation, which routes would you use?

This question was only answered by those who responded “Yes” and “Maybe – Depending on the fee and if the routes would benefit me” to the previous question. Its purpose is to address which shuttle routes would be most utilized if instituted in the future. The Beach-Hodges-Kernan route and Southside-Gate-Touchton route were chosen by ease of access to campus where campus was the central location and where the previously conducted GIS Study reported a large amount of students live.

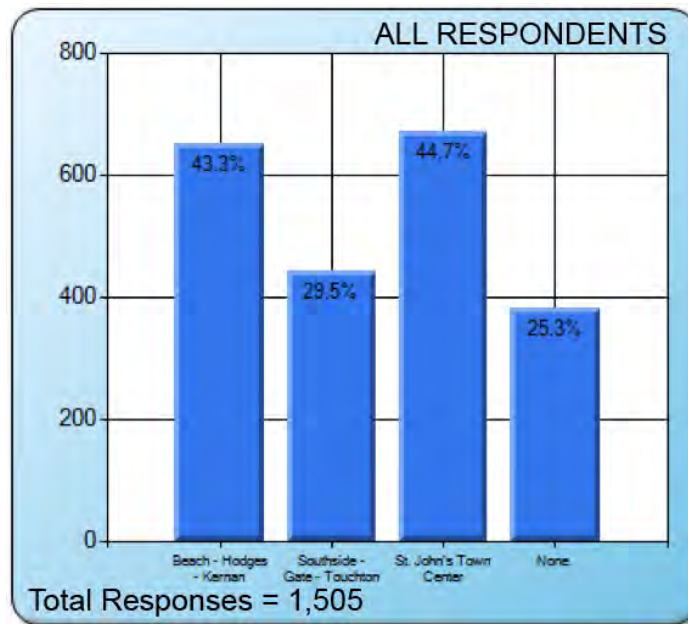


Figure 35. Column graph expressing that of the 48.9% who responded “Yes” or “Maybe” to the previous question, a plurality of 44.7% chose that they would use the “St. Johns Town Center” route; 43.3% chose that they would use the “Beach – Hodges – Kernan” route; 29.5% chose that they would use the “Southside – Gate – Touchton” route; and 25.3% chose that they would not use any of the routes listed.

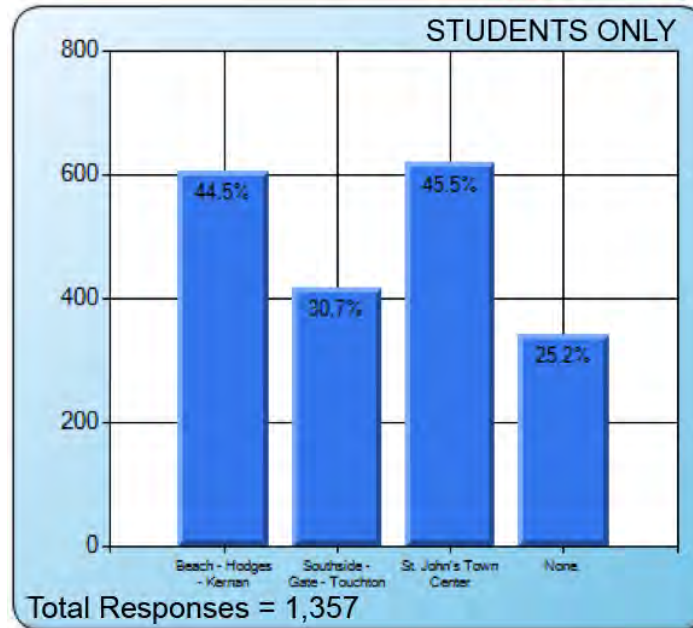


Figure 36. Column graph expressing that of the 58.8% who responded “Yes” or “Maybe” to the previous question, a plurality of 45.5 % chose that they would use the “St. Johns Town Center” route; 44.5% chose that they would use the “Beach – Hodges – Kernan” route; 30.7% chose that they would use the “Southside – Gate – Touchton” route; and 25.2% chose that they would not use any of the routes listed. The number of responses for this figure is 1,357.

Collectively, the trends of preferred off-campus, shuttle-type transportation routes were the same among all respondents and students only. Respondents were allowed to choose more than one response.

Question 14. Above what gas price point would you consider using more alternatives to driving than you use now?

The purpose of this question was intended to gauge how likely gas prices would be to affect using more alternatives to driving than currently used. Respondents could choose only a single response.

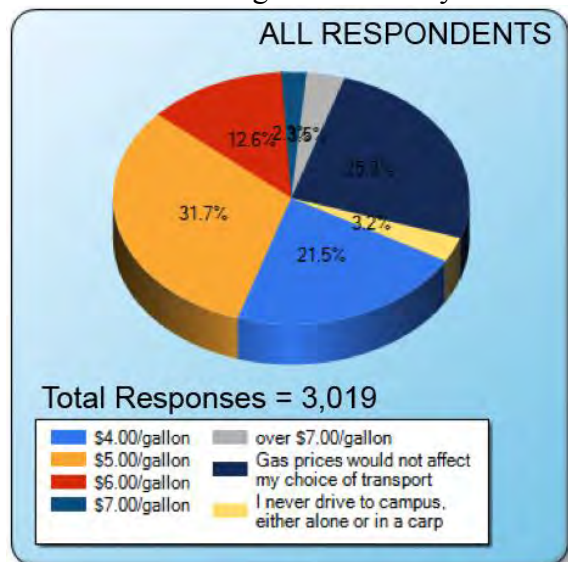


Figure 37. Pie chart expressing that a plurality of 31.7% chose \$5 per gallon; 25.3% chose that gas prices would not affect their choice of transportation, while 21.5% chose \$4 per gallon. The choices with the lowest frequencies were \$6 per gallon; over \$7 per gallon; that they never drive to campus, either alone or in a carpool; and \$7 per gallon.

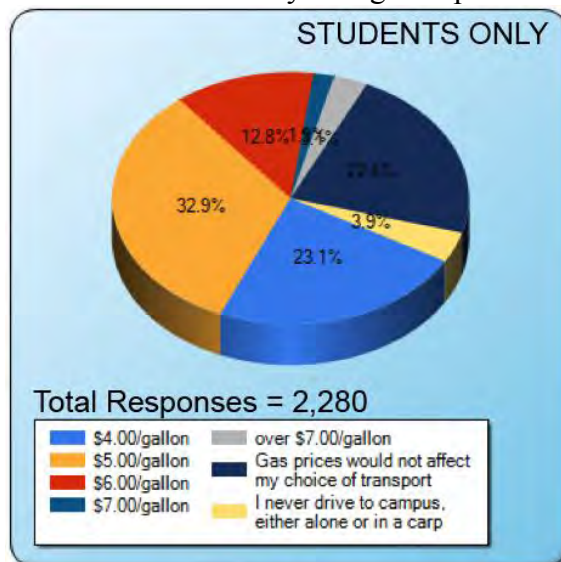


Figure 38. Pie chart representing students only expressing that a plurality of 32.9% chose \$5 per gallon; 23.1% chose \$4 per gallon; while 22.4% chose that gas prices would not affect their choice of transportation. The choices with the lowest frequencies were \$6 per gallon; that they never drive to campus, either alone or in a carpool; over \$7 per gallon; and \$7 per gallon.

Collectively, the trends in data concerning all respondents and that of students only were very similar. There was a difference in that the students only data shows that the second highest-ranked response was that they would be willing to pay \$4 per gallon where the second most picked response for all respondents was that gas prices would not affect their mode of transportation.

Question 15. This survey is in place to benefit you and your commute to campus. Please feel free to address any transportation issues either addressed in this survey or NOT addressed in this survey.

Respondents were allowed to freely respond to this question using as many characters as they'd like. Its purpose is to allow the respondent to make us aware of any other issues concerning their commute to campus as well as allowing them to make suggestions concerning things addressed in this survey as well as those not addressed in this survey.

Responses to this question can be viewed by contacting Dr. Radha Pyati at radha.pyati@unf.edu.

Conclusions

The results of this survey can be used to draw a few general conclusions about UNF's transportation profile.

The first general conclusion that is most represented is that a large majority of transportation to UNF is a result of students, faculty, and staff driving their own cars. As stated in the results, 77.2% of respondents drive alone. Not only do a majority of respondents drive alone, a great amount of them want to continue driving alone to campus due to various reasons which include convenience and ease of use. In fact 25.3% stated that no increase amount in gasoline price would affect their current mode of transportation, which for most is driving alone. One respondent explained *"Gas prices would not affect my choice of transportation because there are no convenient alternatives from where I live. There needs to be more parking spaces on campus."* This is just one among many responses that expressed desire in simply more parking on campus and closer to the buildings they visit. With this said, there were also responses that expressed a desire in more alternative transportation methods that would keep them from parking on campus as well as freeing up some parking spaces.

Carpooling

One of these alternative transportation methods that would free-up some parking spaces on campus is carpooling. A majority of 69.7% of respondents chose that they already carpool or that they might consider carpooling to campus. Many of the reasons that respondents stated why they would never carpool to campus were solutions offered as options to those that would be willing to carpool. A few of these were that they do not have a way to find anyone to carpool with, they need a ride home in an emergency, and that they do not know anyone with similar schedules. Out of those who chose that they already carpool and that they might chose the options that were most likely to increase the possibility that they would carpool more often. Out of these choices, the most desired were choices were those that allowed them to find individuals with similar schedules, a similar commute address, if they were guaranteed a ride home in an emergency, and if they could get to know the person/people beforehand. One respondent explained:

"I want to carpool or take public transportation. I don't know any other students who live in Riverside, but if I met one, I would ask about his/her schedule with the hopes of carpooling."

Another respondent expressed the desire for a way to get in contact with others willing to carpool:

"I already consider friend's schedules and people that live near me to carpool. Maybe if there was some kind of list or something regarding people who want to carpool and their schedules/departures. I do carpool when available, but wouldn't mind traveling with others to reduce costs."

The answers to this question suggest if there were a way to develop a program or service to match campus community members with carpool partners having similar schedules and starting locations, that it will be utilized among the masses. Compared to the options of biking and taking public transportation, carpooling has the greatest interest. It may be costly to develop an entirely new program exclusively serving UNF. There is a relatively simple solution to this through a nationally recognized community and service such as Zimride that can be applied to a specific school or area. Another organization that may make this option more achievable is the North Florida Transportation Planning Organization who already has a carpool matching program for Jacksonville.

Public Transportation

One alternative transportation method that would reduce single-passenger vehicle trips to UNF is utilizing public transportation/JTA. Although a majority of 60.2% of respondents would never consider taking public transit to campus, the remaining 39.8% already use it when commuting to campus and might consider using it when commuting to campus if certain changes were made. Just as the carpooling question, many of those who chose that they would never utilize JTA expressed that they chose this answer for reasons that were addressed in the solutions offered to those who chose yes and maybe. These reasons included safety, efficiency, and long duration of bus trip. For the 39.8% who were directed to these solutions, the options that were desired the most were if the bus routes were shorter and took less time to arrive on campus, if the bus worked better with their schedule, and if they had easy access to a bus stop from their commute address. Increased safety and lower costs were least desired. One respondent expressed his/her willingness to use more efficient public transportation:

“If Jacksonville had an efficient, effective public transportation system I would use it exclusively. I never had to own a car before moving to Jacksonville.”

Another student expressed their interest in public transit:

“I would love to be able to use public transit to go to and from school. However, there is not a route that meets my needs in a timely way now. If that could be changed I would definitely use it.”

There is interest in utilizing public transit among those who do not already. What is desired to make this reality is an efficient, and convenient system. Convenience is a large reason why respondents stated that they would never utilize public transportation. This may be possible with exploring JTA’s Rideshare program.

Biking

Another alternative transportation method that would reduce single-passenger trips to UNF is biking. A majority of 74.9% of respondents stated that they would never consider riding their bike to campus. Most of the reasons why they chose this response was because their commute is simply too long. Those who chose that they might bike to campus if certain changes were made and that they already do bike to campus, chose from a variety of options that would promote biking. Bike lanes on and off campus are greatly desired as well as additional bike parking near the buildings they visit on campus, bike maintenance facilities, and bike lockers to prevent their bikes from being stolen. One student expressed the concern for additional bike parking as well as different size bike racks in their free response:

“I ride my bike from the parking lot to campus. More bike stands would be great on campus to promote biking. I often have to go to numerous bike stands to find a place to lock up my bike. Also, many people use street bikes now, which have larger tires. Bike stands at UNF do not accommodate for those types of bikes and locking can be difficult.”

Another student also expressed interest in a different idea not suggested in the survey text:

“I would be willing to bike around campus if there were large parking lots on the campus perimeter and bikes were available. This would cut down on campus traffic and the need for additional parking structures.”

Among carpooling and public transportation of commuting options, biking to campus is the third most desired method. Simply because it is the third most desired method does not mean that it is the least important. Again, most of the reasons respondents chose that they would never bike to campus is due to distance. Those who live in the immediate vicinity of campus showed great interest in using this method. Many of the solutions offered to bicyclists also are the simplest to address in terms of time and money. The only solutions that would require a long-term time frame are increasing the bike lanes on and off campus. Other solutions such as increased bike racks and the addition of bike lockers are fairly simple.

Express Bus

The idea of express buses has great potential among those who answered the survey. When directed to the question regarding this idea, only a total of 32.7% of respondents chose that they would never utilize an express bus to campus where the remaining majority 67.3% chose an express bus route that they would use or expressed interest in a different route other than what was offered. Those who would not use any express bus did so for a number of various reasons including that they live too far away to take an express bus and that they make other stops when commuting to and from campus. An express bus going to the Beaches, Southside, and Orange Park areas gained the greatest interest among respondents followed by the Downtown area, Arlington, and St. Augustine. Among those who chose a route that was suggested or suggested their own, the most common amount of time that they would spend utilizing an express bus was 30 minutes, followed closely by 20 minutes, 40 minutes, 10 minutes and 50 minutes. Only 3.1% of respondents would spend greater than 50 minutes utilizing an express bus.

There is significant interest in express buses exclusively serving UNF. This can be concluded in a few of the free response answers where respondents stated that they would prefer the express buses to more exclusively serve the UNF community. One respondent addressed various aspects of the advantages of an express bus that would serve UNF:

"It is very frustrating that only the R5 stops on the campus. I know that there is a express bus that stops on campus but it goes nowhere near my side of town. About six different bus routes go by my house and only one of them takes me anywhere near the University. Not to mention that I end up spending over an hour and a half on the bus. I can't afford a car so I am stuck taking the ever terrible JTA bus system to reach school. It would be very nice if there were either a) discounts on bus fare for UNF students, b) more bus routes to UNF, c) buses stopping more often (every half hour instead of every hour. I am willing to pay a little more in terms of fare if JTA provides better service."

Another respondent addressed how the exclusivity of an Express Bus that served only UNF would benefit them:

"I thought it was odd that you did not have a choice for people who drop others off on the way to UNF. This is what I do (and a lot of other people who have kids, I suspect). If there were an express bus from my neighborhood directly to campus, I would consider taking it, but only on days when I did not have to take my child to school. Plus I would need to know that I could conveniently take the bus home again!"

Interest in an express bus is prevalent among the campus community so far as it is efficient, convenient, and serves the campus in a relatively exclusive manner. The likelihood of this becoming a possible solution would not only benefit the campus, but it would also be a step forward for Jacksonville's transportation efforts as whole.

Overall, there is a significant interest in alternative transportation methods other than commuters driving their own car. The most important factors that have been gauged from free responses are the desire for effective and efficient changes to accommodate the masses as well as making it inexpensive to those who choose to utilize these alternative options to commute. It is clear that the respondents would like only those who are using these alternative modes to have to pay for them rather than placing a fee on all students.

With cooperation from the appropriate organizations, there is a greater possibility now that this survey has been done, that effective and efficient alternative modes of transportation will be instituted in the future.

Possible modifications to UNF's current commuting practices are as follows:

1. A carpooling program to help those commuting to campus find others with similar schedules and driving preferences.
2. Modifications to current bike lanes and ease of access to UNF for cyclists when on and off campus.
3. New or additional bus routes using JTA for commuter students (students living off-campus).
4. New or additional shuttle routes on and off campus using UNF's Osprey Connector.
5. A free bus pass to all students, faculty, and staff.

It should be known that this survey has only been a snapshot in time of the current preferences of UNF's commuter population. Factors that can further influence future results of a repeated survey are things such as gasoline prices, cost of living, future changes to UNF's parking infrastructure, as well as its population changes.

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2. Vovici. “*Customer Index.*” <http://www.vovici.com/customers/index.aspx>

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Linda B. Dixon, University of Florida, Gainesville, Florida
Kristy E.H. Michaud, California State University - Northridge, Northridge, California

The Environmental Center has a very dedicated group of individuals who are passionate about their duties in promoting sustainable practices and taking action to institute these ideals. They work year-round to ensure that there is a voice for the environment we all inhabit. A special thank you is necessary to the Environmental Center staff that so willingly tested the survey and aided in finalizing its inquiries:

Katie Anagnostou, Student Assistant
John Boozer, Student Assistant
John Gonzalez, Student Assistant
Colleen Herms, Project Assistant
April Moore, Program Manager
Derrick Robinson, Project Assistant

The UNF Environmental Center would like to thank the University of North Florida's students, faculty, and staff for participating in the survey. Our initial goal of a 10.0% response was shattered within the first two weeks of the survey being live where a total response of 20.5% was recorded at the end of the five weeks that it ran. The responses given were thoughtful and expressed a great interest from the UNF community for more sustainable and efficient practices concerning their commute to campus.

About the Authors



Nicolette Chimato is an undergraduate at UNF majoring in Biology with a concentration in Coastal Biology. She plans to pursue a Masters Degree in Marine Biology in the future. She enjoys promoting sustainable and environmentally friendly practices and policies and hopes to continue this in the future.



Cheryl Pakidis graduated from UNF in May 2011 with an English degree. She is a lifelong advocate for environmentally friendly and sustainable practices. She is also a student representative with the National Wildlife Federation. Soon after graduation, she shipped off to California to pursue her goals to promote sustainable practices and lifestyles.



Radha Pyati is the Director of the UNF Environmental Center and Associate Professor of Chemistry. She earned a Ph.D. in chemistry from the University of North Carolina at Chapel Hill. Her research interests include imaging flow cytometry.



The mission of the UNF Environmental Center is to establish, develop and support cross-disciplinary education and research related to the environment. The Center fosters programs for students, faculty, and staff to pursue environmental activities through academics, research, and extracurricular activities. The Center conducts and supports campus infrastructural projects involving sustainability and the campus's natural environment. The Center develops connections and collaborations among university entities, and between the university and the region. The UNF Environmental Center is the coordinating body for UNF's sustainability efforts. April Moore, the Center's Program Manager, serves as the Chair of the Campus Sustainability Committee, which is charged with overseeing the campus climate action plan.

Appendix 1.

Florida SUS Institutions.

1. University of Florida, Gainesville
2. Florida State University, Tallahassee
3. University of Central Florida, Orlando
4. University of South Florida, Tampa
5. Florida Gulf Coast University, Fort Myers
6. Florida Atlantic University, Boca Raton
7. Florida International University, Miami
8. New College of Florida, Sarasota
9. University of West Florida, Pensacola
10. Florida Mechanical and Agricultural University, Tallahassee

UNF Peer Aspirants.

1. University of Maryland-Baltimore County; Baltimore, Maryland
2. Portland State University; Portland, Oregon
3. University of North Carolina - Charlotte; Charlotte, North Carolina
4. University of North Carolina - Wilmington; Wilmington, North Carolina
5. The College of New Jersey; Ewing, New Jersey
6. James Madison University; Harrisonburg, Virginia
7. Montclair State University; Montclair, New Jersey
8. Appalachian State University; Boone, North Carolina
9. Towson University; Towson, Maryland

Contributing Survey Institutions.

1. California State University - Northridge; Northridge, California
2. Carleton College; Northridge, Minnesota
3. Colorado State University; Fort Collins, Colorado
4. Rutgers; New Brunswick, New Jersey
5. San Jose State University; San Jose, California
6. The New School; New York, New York
7. University of Maryland; College Park, Maryland