



Perceptions & use of TRAX: Can drivers become happy riders?

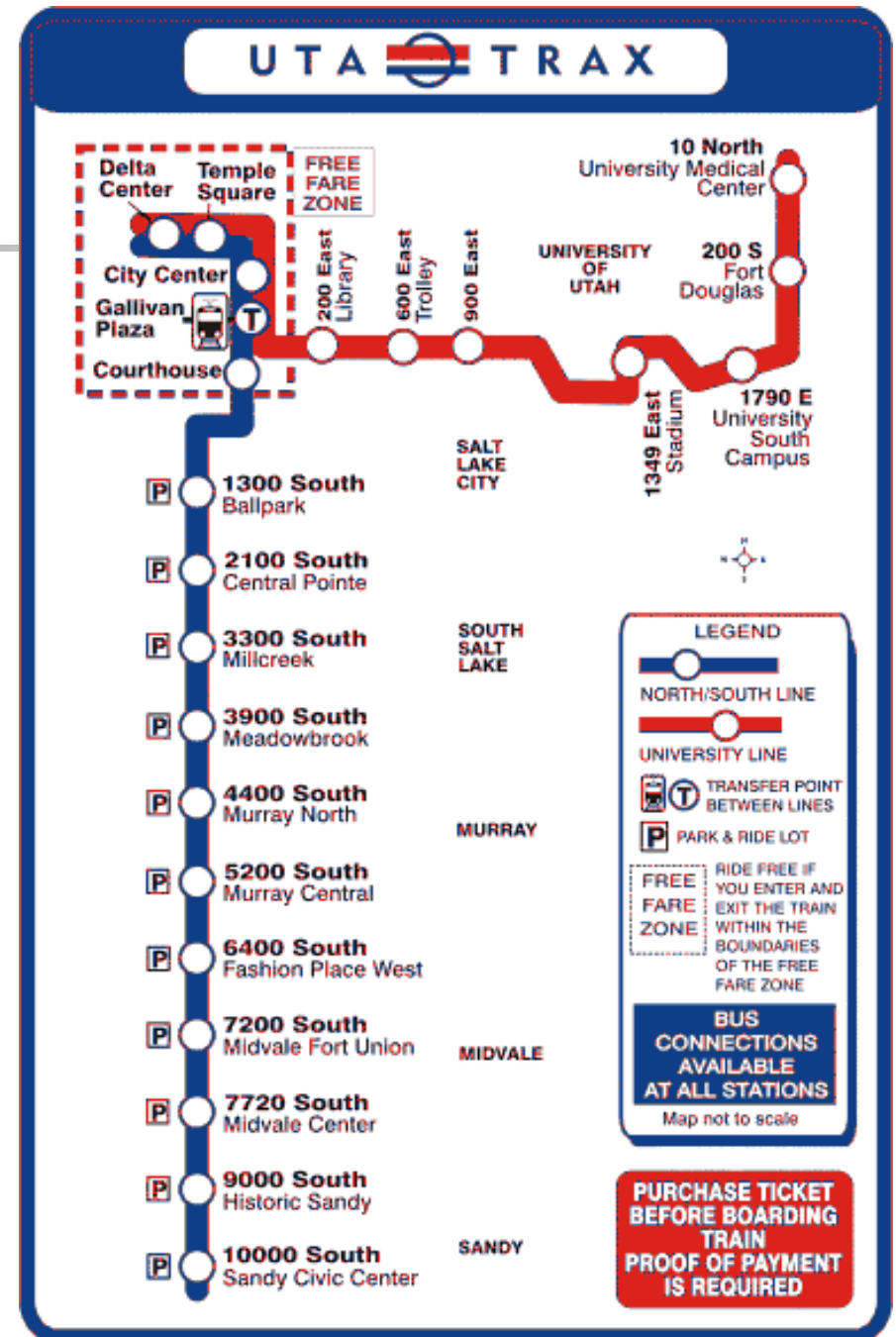
**Session: Rail~Volution 2005,
Just the Facts: Understanding the Real Benefits of TOD**

**Barbara B. Brown & Carol M. Werner, U. of Utah
With help from students**

Barbara.brown@fcs.utah.edu

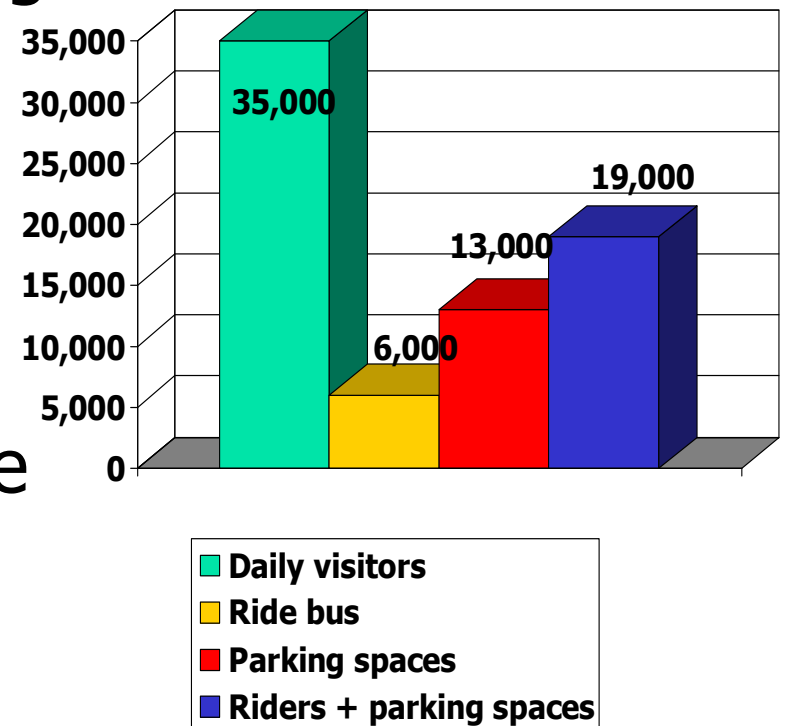
Switching from car to new TRAX service

- Successful project
 - Completed early
 - (12/15/01 for 2002 Olympics)
 - Under budget
 - Double projected ridership
 - (14,000 vs. 6,600)
- But how do drivers become riders?



U of U example: Olympics turn a chronic parking shortage into an acute one

- Fall 2001: 14,800 U. parking spaces
- Olympics prep. closes 11 lots!
- Formula:
Chronic parking shortage
+ Acute parking shortage
+ Publicity
+ TRAX =
Change to transit?



Students irate

- Student government petition
- Class action lawsuit!
- Drivers expect less satisfaction than bus riders with parking shortage
 - Mean = 4.74 vs. 3.30, $t(22) = 2.86, p < .009$ = High satisfaction
- So outreach & education needed

WANT MORE PARKING?

Date: Today
Time: Right Now!!
Lot: All
Car Model:
Take your pick

License Plate:
OICU812
Violation:
Parking where there are no spaces available.

Instead of a \$10.00 fine, you have been summoned to sign a petition and visit the ASUU website at

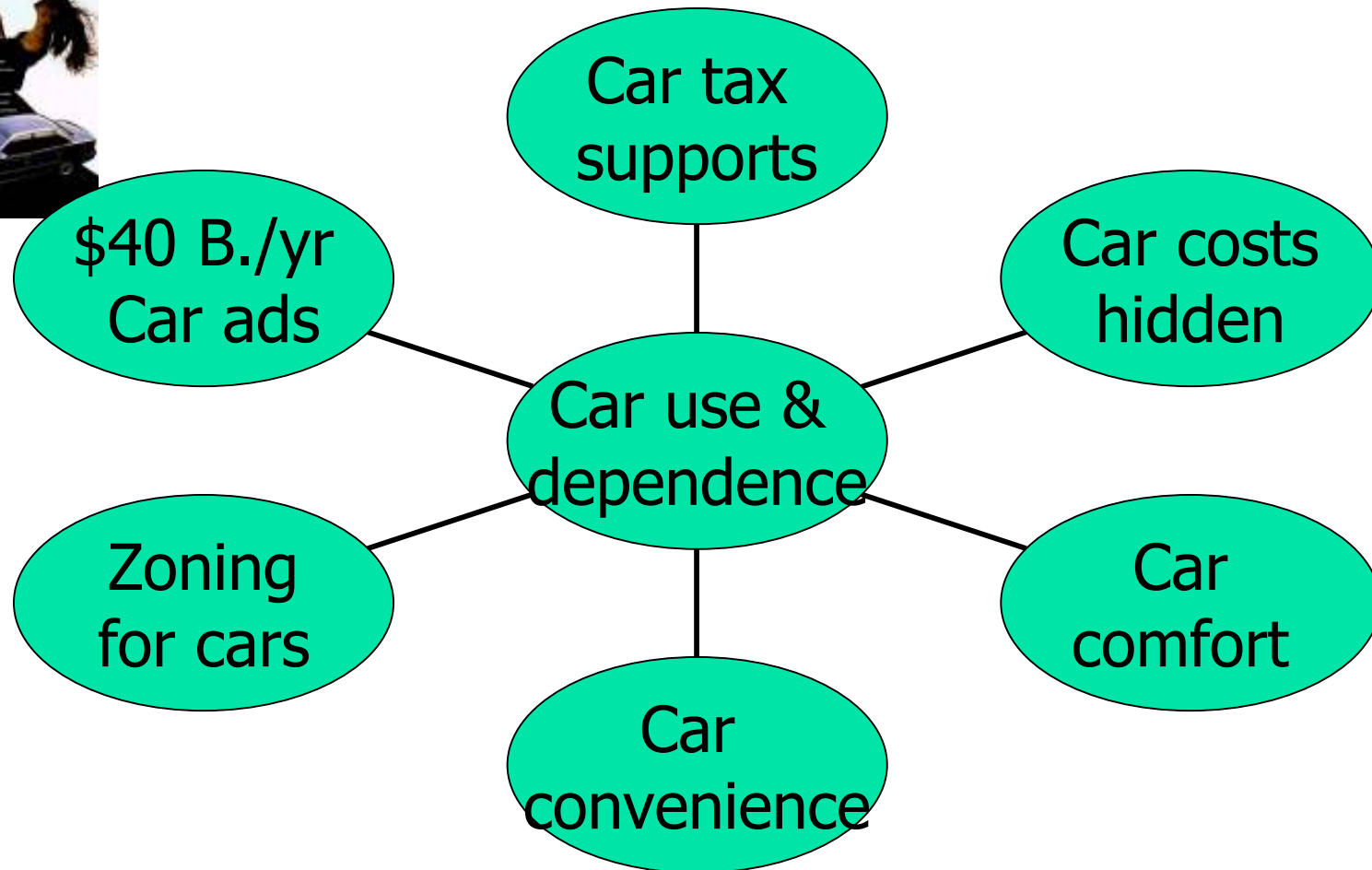
www.asuu.utah.edu

Associated Students of the University of Utah (ASUU) has begun an initiative to change parking here at the University of Utah. For many years we have heard talk about the alternatives to on-campus parking. Now it is time to address the issue. As students you can join your student government as we begin the process to change the parking situation here at the U. With your support, in the form of a signed petition that will be presented to President Machen, we can persuade the administration to take the necessary steps to solve the parking problem.

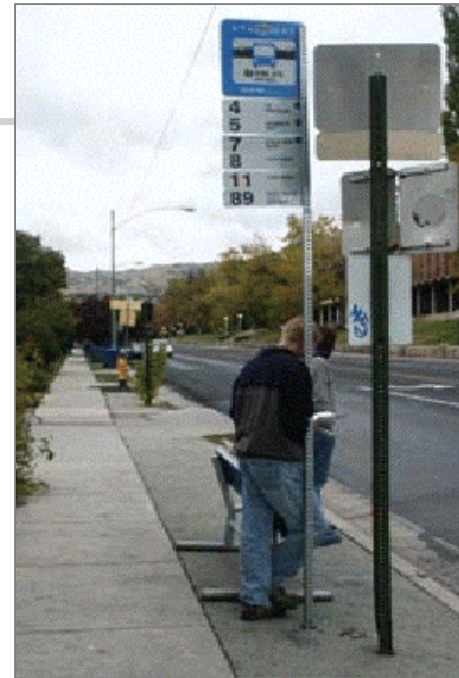


“No Silver Bullet” for behavior change

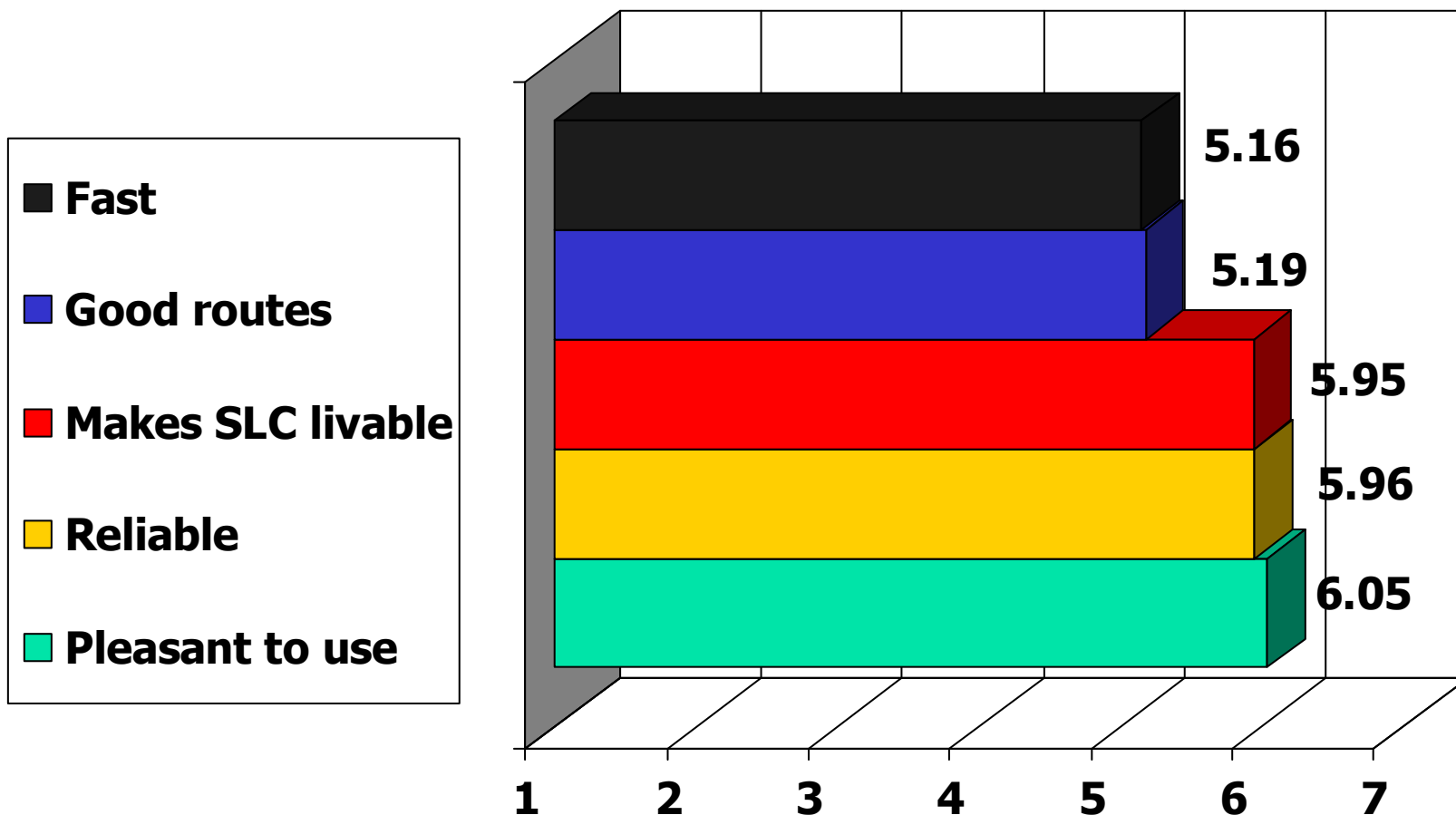
Must understand multiple supports for current behavior



Comfort factor: TRAX vs. Bus stop ambiance & comfort

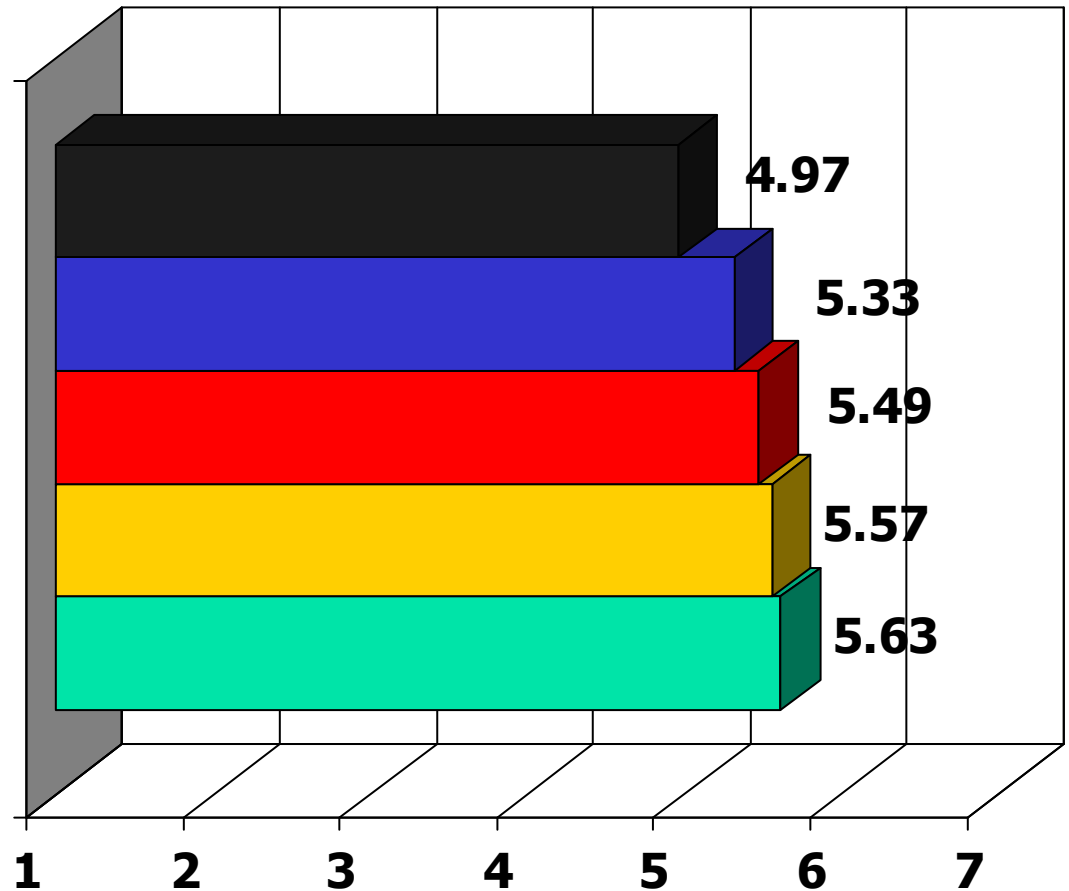


TRAX offers good service



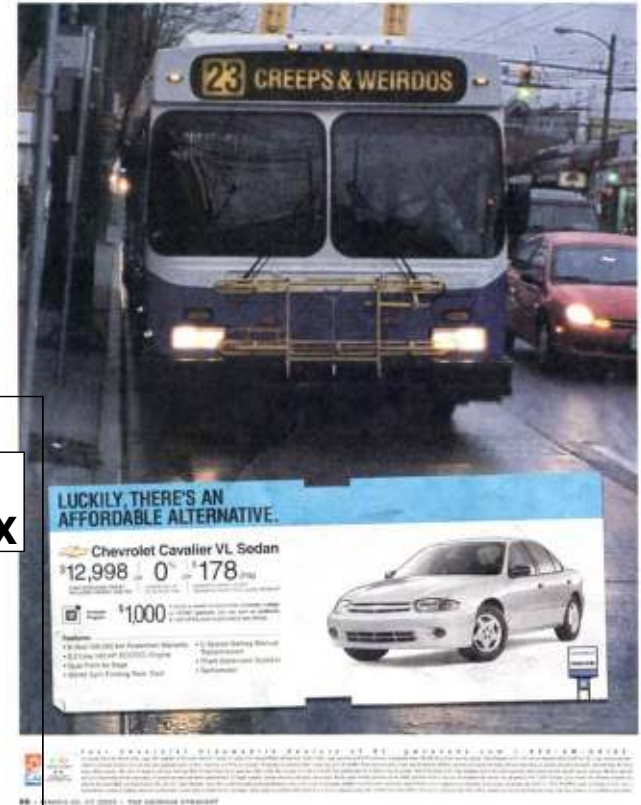
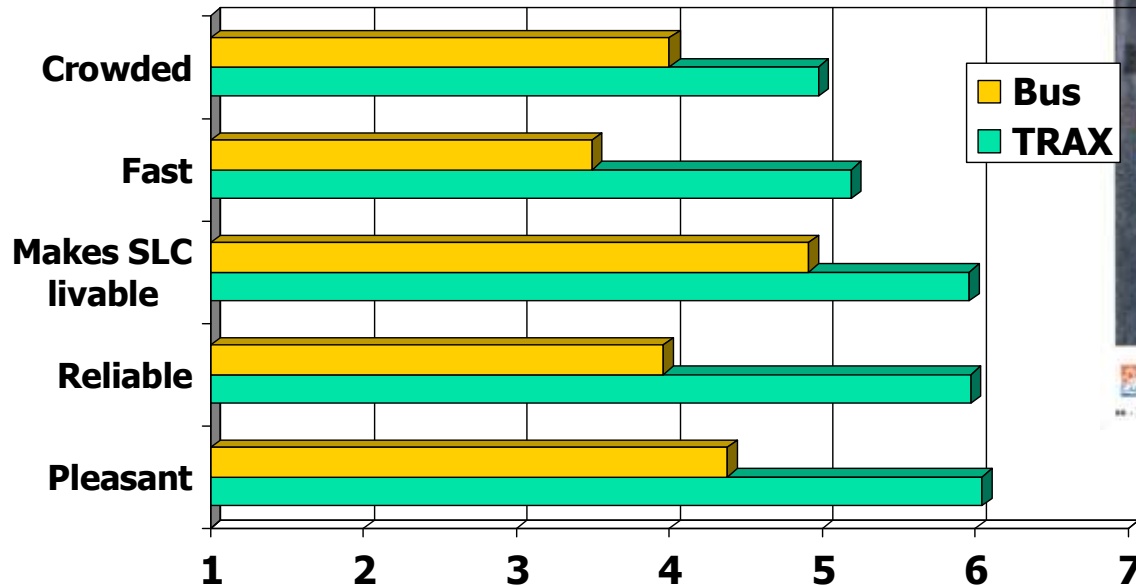
TRAX fosters pro-SLC attitudes: "BIG CITY COOL"

- Am more interested in living near TRAX
- Will bring more visitors to U
- Want to know what is near TRAX stops
- Am more interested in going downtown
- Like SLC more

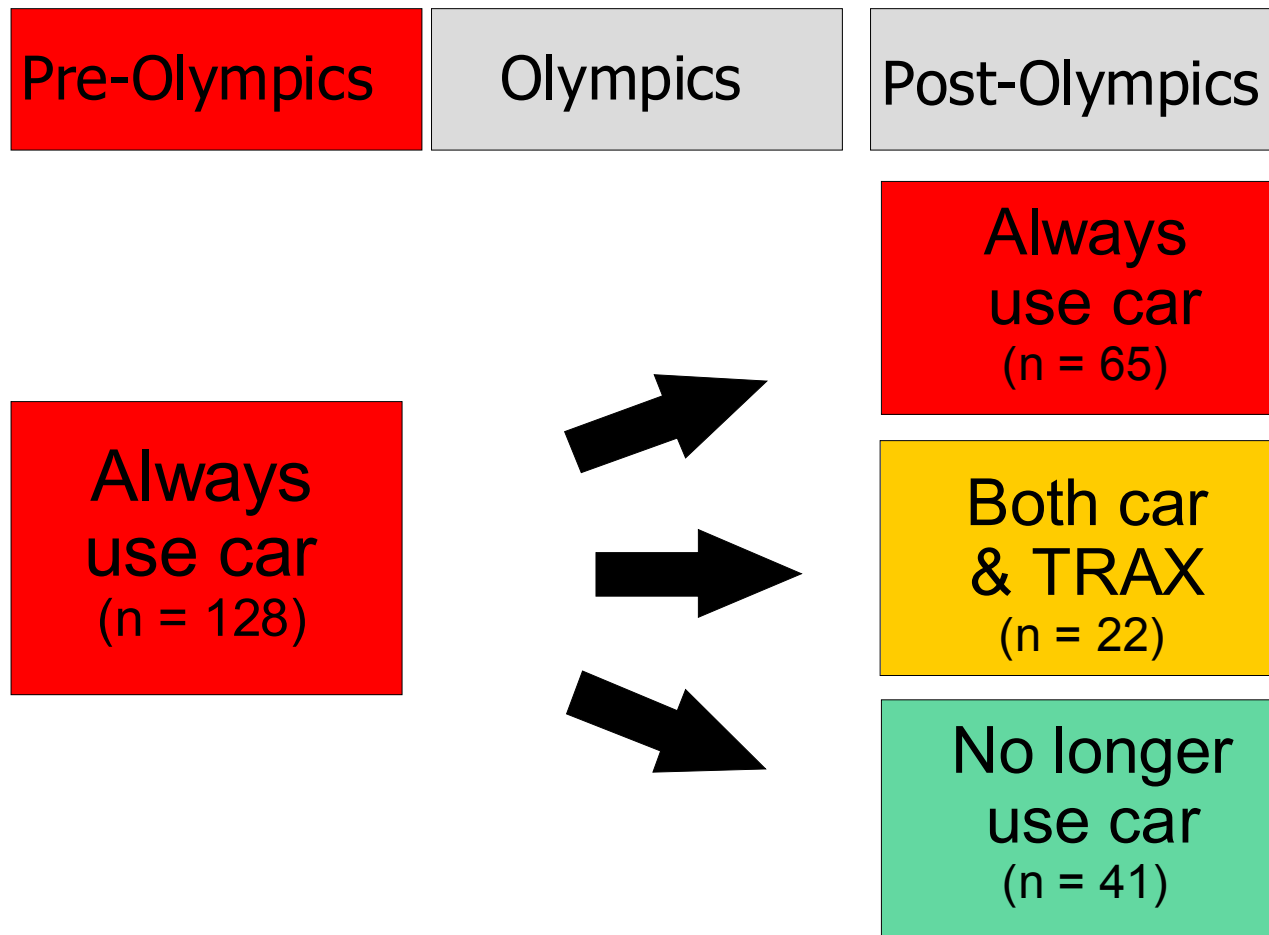


TRAX increases transit attractiveness

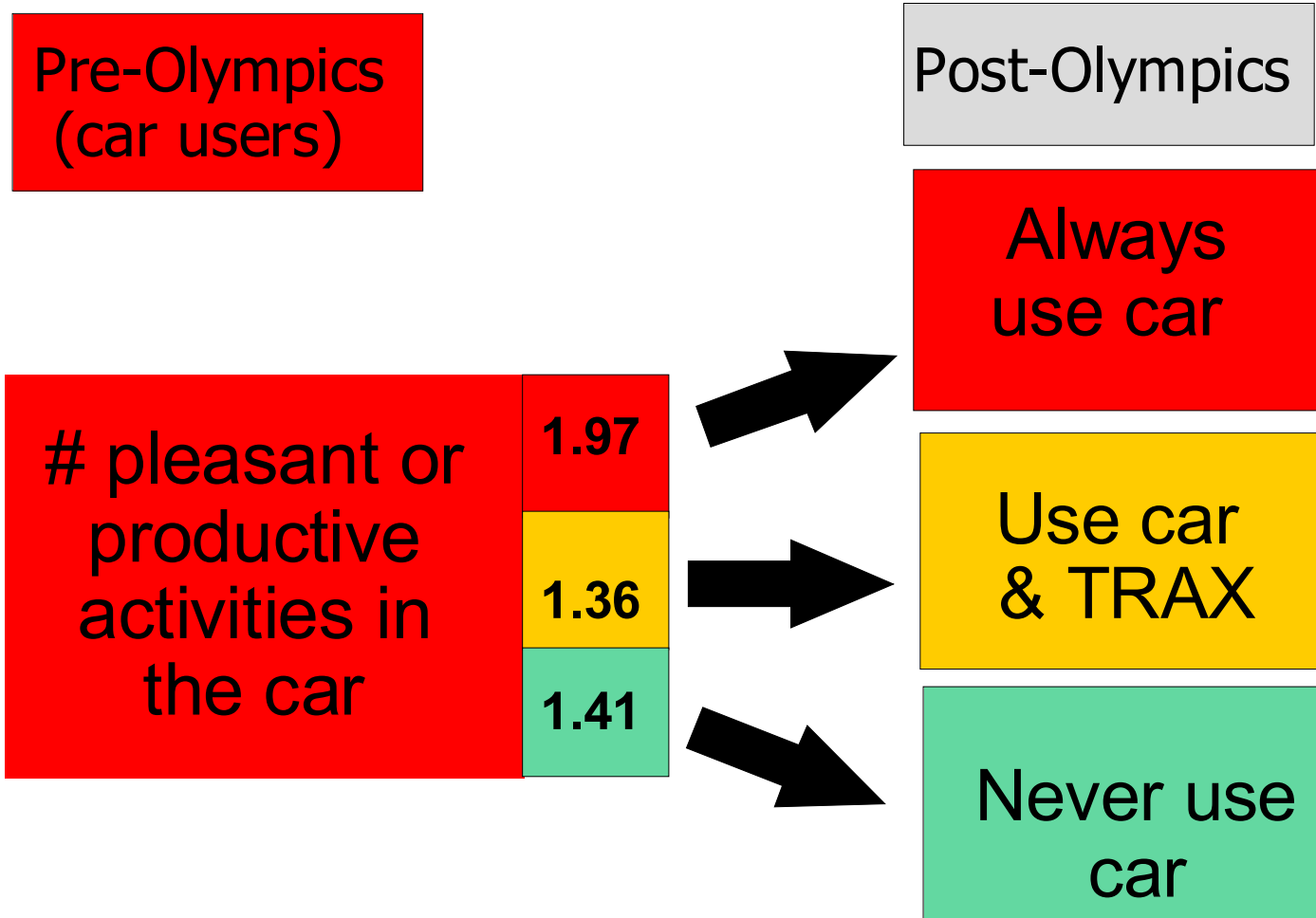
- Positive perceptions among riders AND non-riders
- "I was not as excited about the bus after my first few rides due to the numerous wackos I encountered"



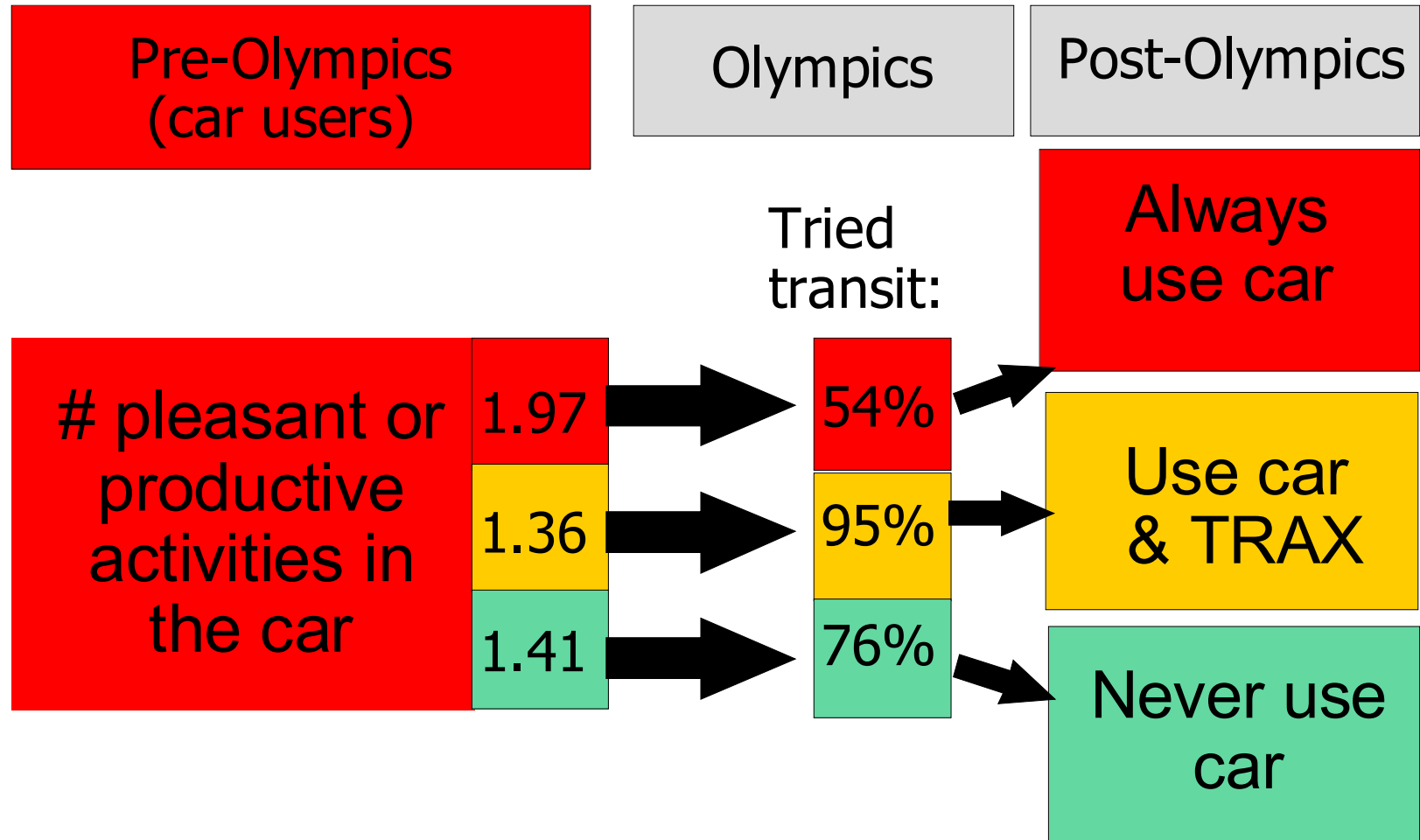
Can those who drive change to TRAX? A tale of 3 groups



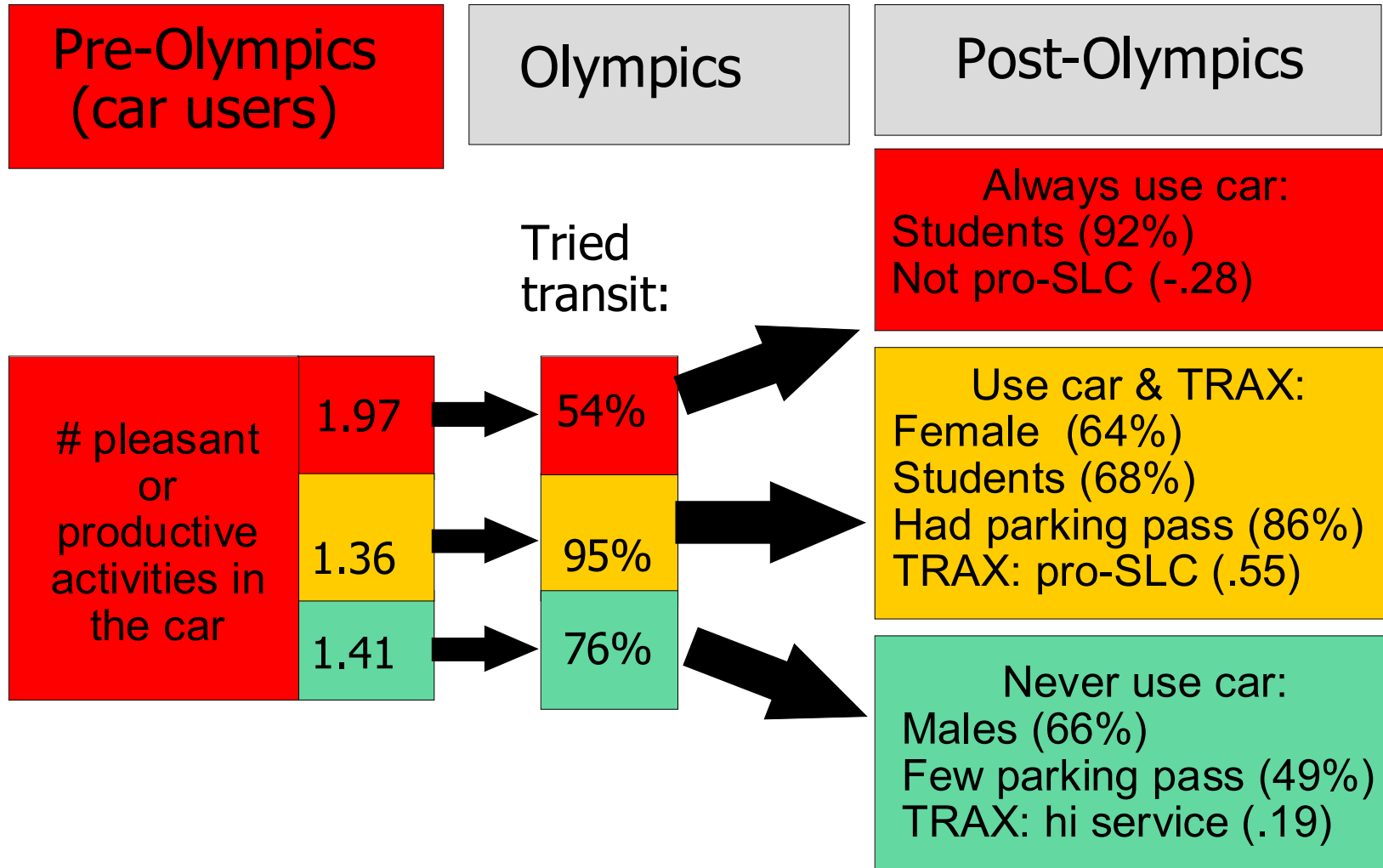
Drivers who report more productive/fun car experiences switch to TRAX less



Drivers who try TRAX during Olympics parking disruption switch to TRAX more



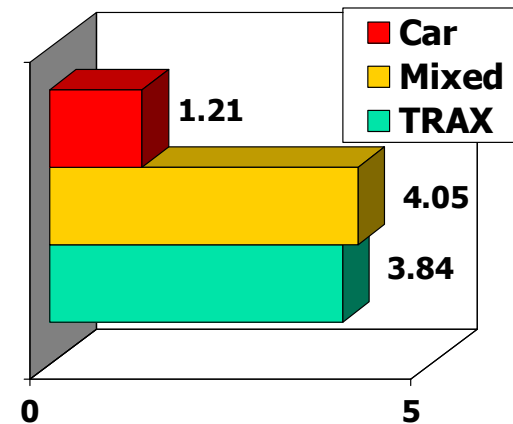
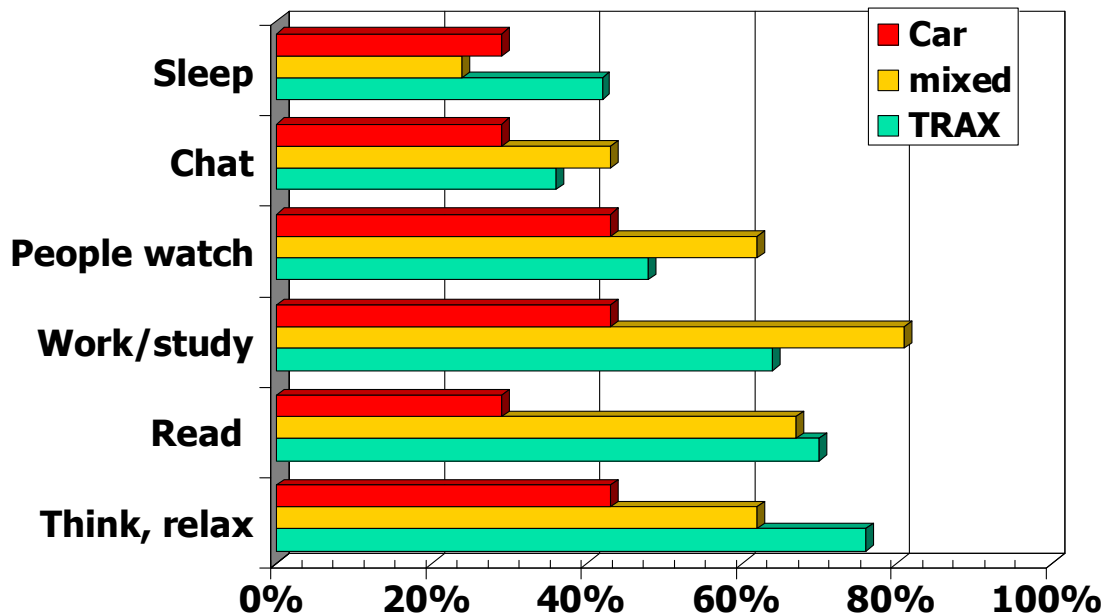
Among switchers:
 Pro-SLC appeal important for women;
 convenience important for men



For those who try TRAX, productive/fun activities predict ridership

- % riders who report these productive/fun activities on TRAX:

- Total # of productive/fun TRAX activities:



Summary:

3 types of driver transitions

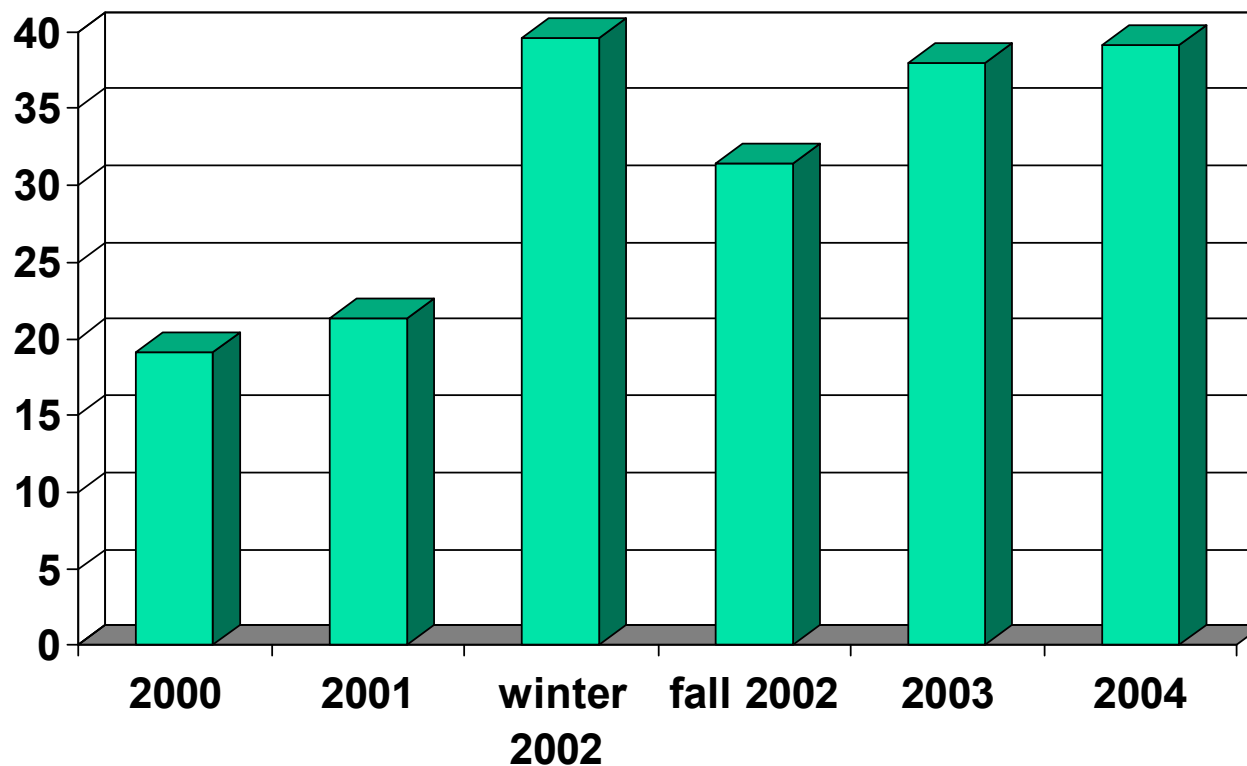
- “TRAX is not cool” students, who don’t switch
- “TRAX is cool” female riders/car users
- “TRAX has good service” male regular riders

Lessons learned

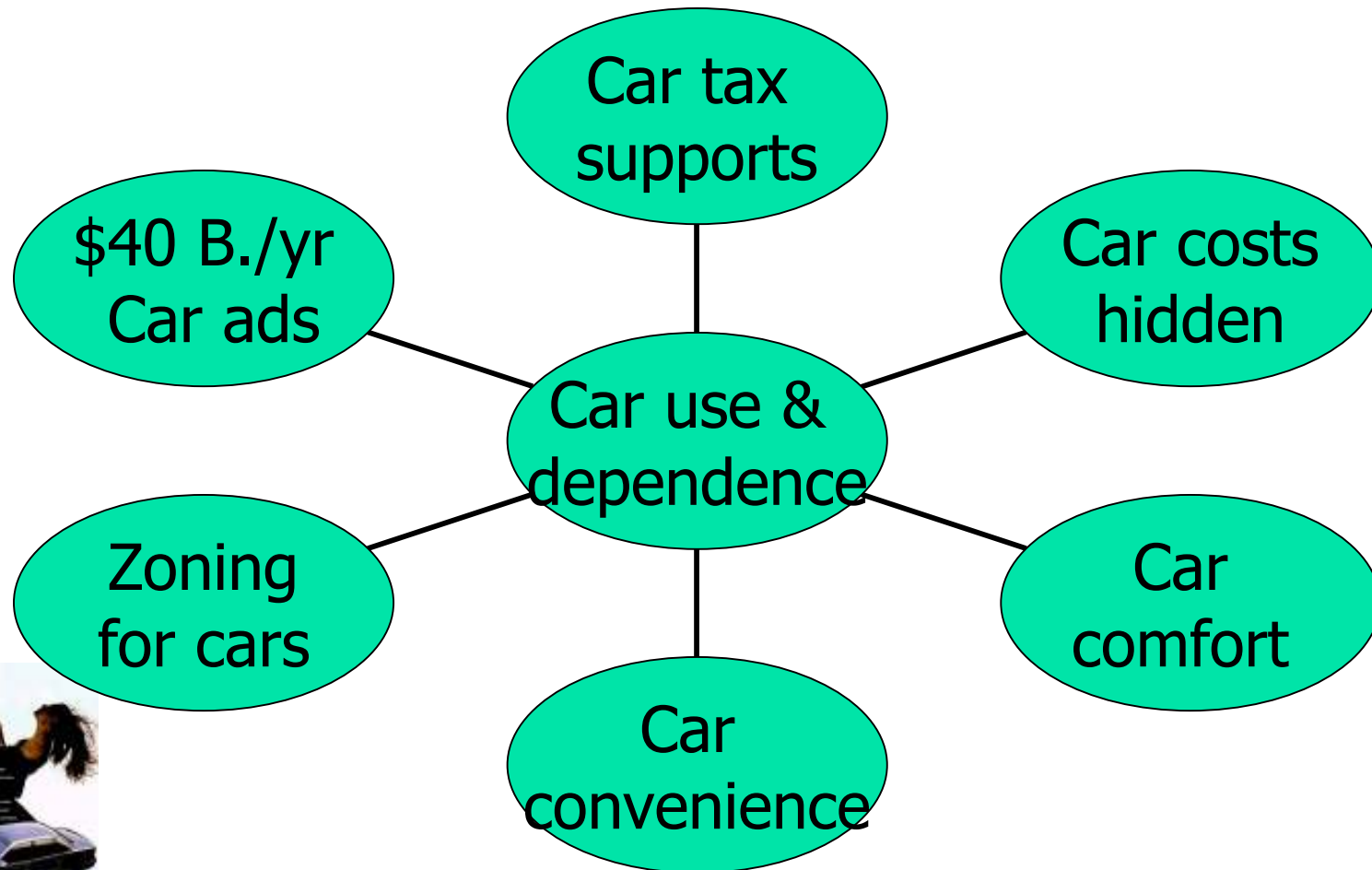
- Advanced planning crucial
- Multiple supports for transit important
 - Policy (Ed pass, zoning)
 - Psychology (connotations of comfort, multiple pleasures on route, multiple attractive & exciting destinations opened up)
- Market segments exist, but need nurturing
 - Pro-city females
 - Convenience males
- Early “try-it” experience is important

Long term effects

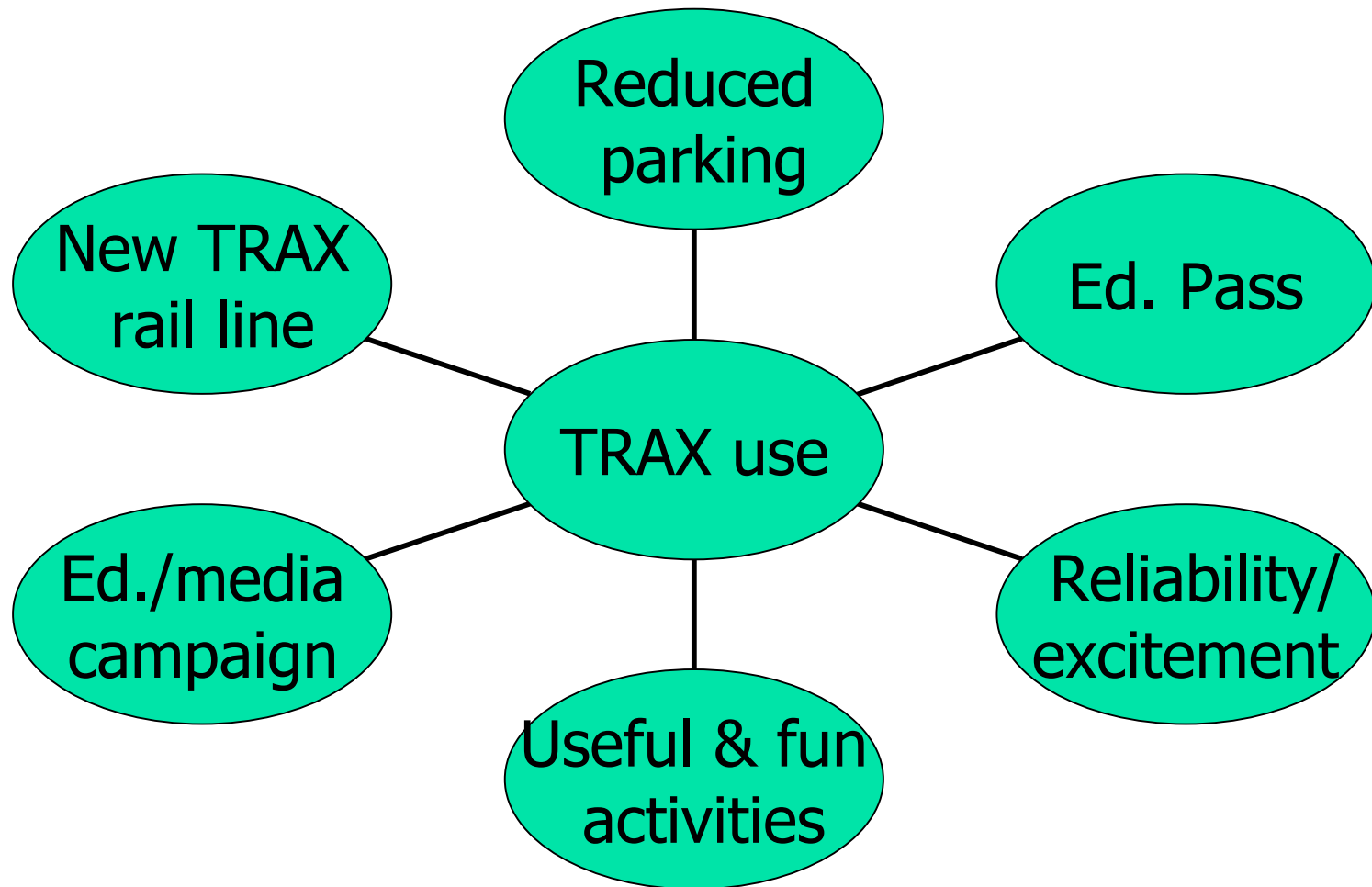
- UU parking: was 14,800, now 11,900 stalls
- TRAX ridership up



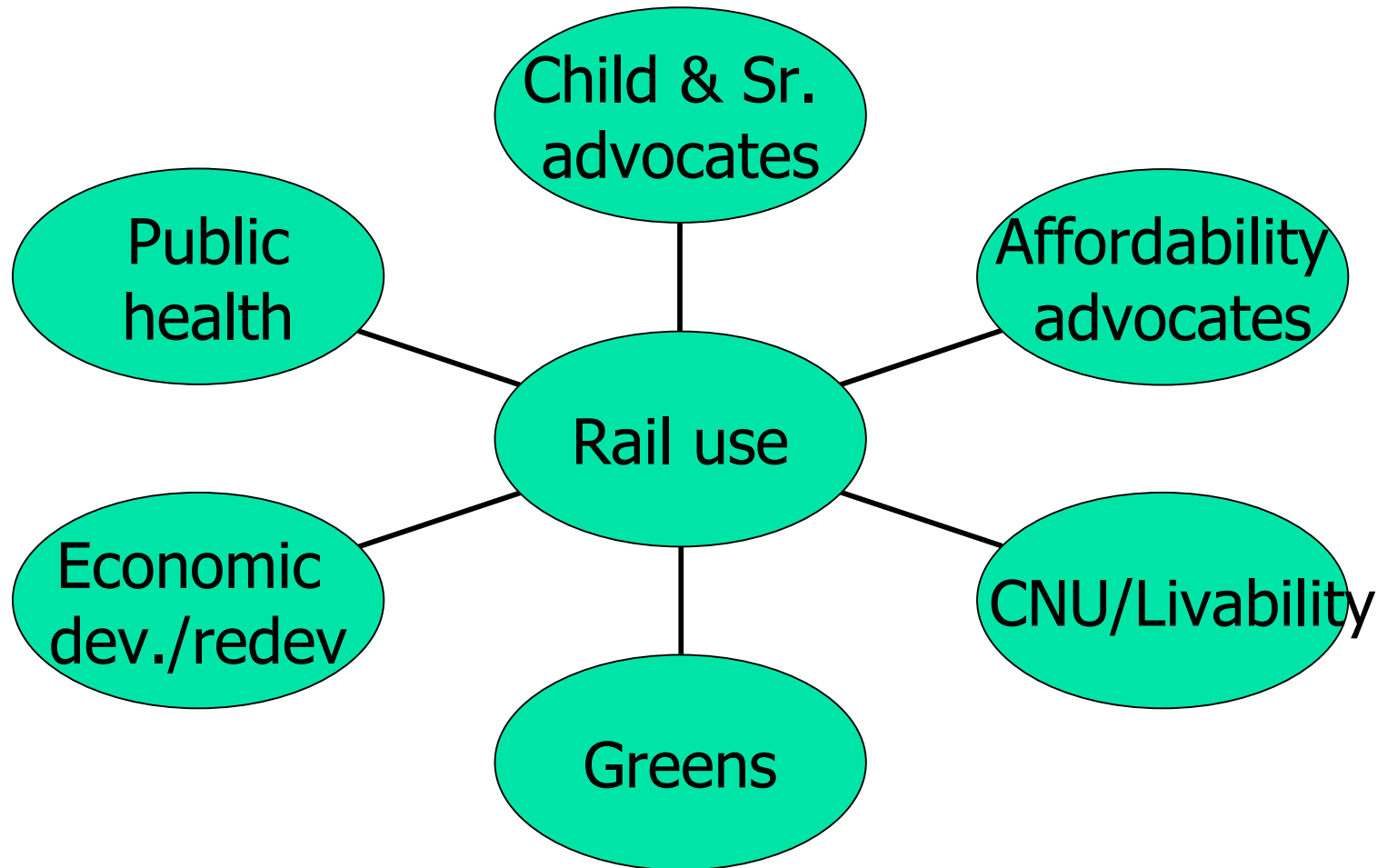
Recap: "No Silver Bullet" for behavior change--Look at multiple supports



TRAX is getting multiple levels of support



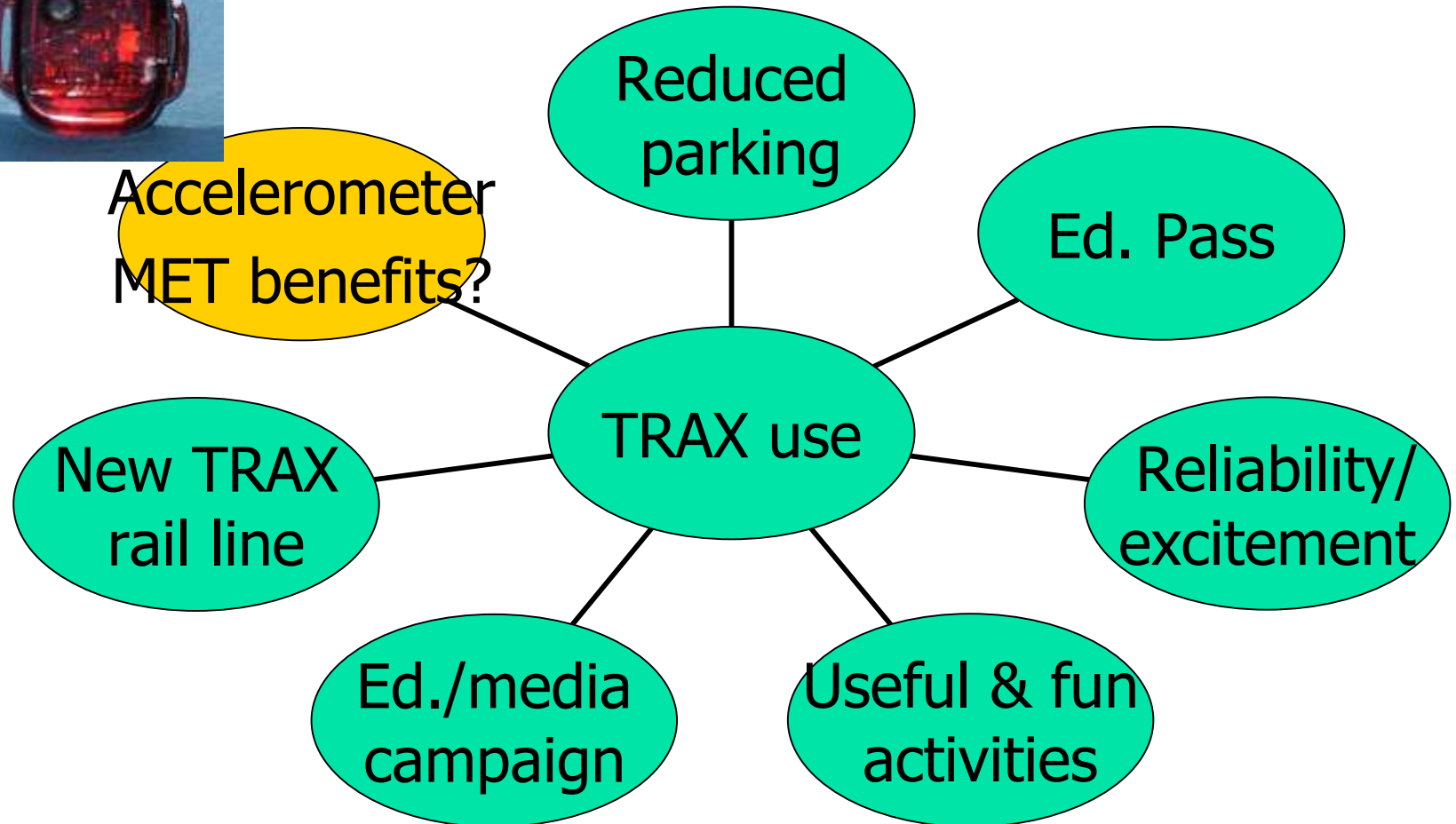
But rail needs more evidence & coalitions of advocates



Current research: measuring METs before and after new TRAX stop opens



Accelerometer
MET benefits?



For more details

- email me for PDF of paper:

Barbara.brown@fcs.utah.edu

- Brown, B., Werner, C.M., & Kim, N.(2003). Personal and contextual supports to change to transit use: Evaluating a natural transit intervention. *Analyses of Social Issues and Public*

Policy, 3, 139-160.

- Others of potential interest

- Brown, B.B., & Cropper, V.L. (2001). New Urban and standard suburban subdivisions: Evaluating psychological and social goals. *Journal of the American Planning Association, 67*, 402-419.
- Brown, B.B., Burton, J.R., & Sweaney, A. (1998). Neighbors, households, and front porches: New Urbanist community tool or mere nostalgia? *Environment and Behavior, 30*, 579-600.