**SWATeam Recommendation**

Name of SWATeam: Transportation

SWATeam Chair: Julie Cidell Date Submitted to iWG: April 3, 2020

**Specific Actions/Policy Recommended (a few sentences):**

When UI Ride resumes, F&S will hand out a survey that has already been developed by SWAT team member Julie Cidell regarding riders' motivations for taking UI Ride. Surveys are electronic and will not need to be physically collected; members of the SWAT team will carry out the analysis of the results.

**Rationale for Recommendation (a few sentences):**

UI Ride has the potential to reduce individual trips among U of I campuses and between downstate campuses and Chicago in general, decreasing CO2 emissions in the process. However, we need to understand the volume of travel that's occurring and if UI Ride is actually decreasing individual car trips, or instead replacing train and bus trips, replacing telecommunications, or even generating new trips.

**Connection to iCAP Goals (a few sentences):**

Reducing business travel emissions off-campus is one of the iCAP goals. This action is a necessary first step to understanding business travel among U of I campuses and how the resulting emissions might be reduced. Follow-up actions depend on the results of the survey.

**Perceived Challenges (a few sentences):**

Currently, UI Ride is not in operation; even after it resumes, it may take some time for a regular pattern of passengers to stabilize. Furthermore, individuals who are *not* using UI Ride to travel between campuses are not being surveyed.

**Suggested unit/department to address implementation:**

F&S (Pete Varney and Sarthak Prasad) and SWAT teams (Meredith Moore and Julie Cidell)

**Anticipated level of budget and/or policy impact (low, medium, high):**

Budget impact: low. Postcards with survey invitations will need to be printed and faculty time will be needed to

conduct the analysis.

Policy Impact: low.

**Individual comments are required from each SWATeam member (can be brief, if member fully agrees):**

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| --- | --- |
| Team Member Name | Team Member’s Comments |
| Julie Cidell  | I approve of this recommendation. |
| Yanfeng Ouyang | Unavailable for comment. |
| Lindsay Braun | I support this recommendation as a way to understand how the system is being used, what its impacts are, and how it might be more fully leveraged in the pursuit of iCAP goals. |
| Sarthak Prasad | I support this recommendation. |
| Paul Slezak | Unavailable for comment. |
| Zhuo Chen | I think the survey is informative. Some notes: * The survey can be distributed among business students who go regular trips to UIUC Chicago Building.
* It is necessary to ask users of UI Ride why they use the service, and ALSO ask why people choosing other transportation moods why they don’t. 1) they don’t know about that; 2) they think the price is too high; 3) they think the route does not fit in their needs; 4) the time schedule is not flexible.
* The travel emissions from UI Ride should be compared with train and bus rides.
* In current situation [COVID-19], people’s attitude towards carpool maybe very cautious, but that is temporary. So the survey results may lack persistence.
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| Marie Hubbard |  I agree with Zhuo Chen in that it may be beneficial to survey those who don't use the service in order to increase marketing where it may be lacking or adjust the program accordingly. Otherwise, I support the recommendation. |
| Trevor Gresham | I support this recommendation.  |

**Comments from Consultation Group (if any; these can be anonymous):**

**Explanation and Background (can be supplied in an attachment):**