DOTS Strategic Planning Process

Open Forum: Students

Team Members:
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Data Collection Methods

1) Survey through Student Voice
   Via email, and at Transportation Fair
   Total Respondents: 3,014 / Total Complete: 2,642
   Percent Complete: 87.66%

2) Focus Group (December 1, 2011)
   Facilitator: Mark Brimhall-Vargas
   Invited via email, 7 attendees

Data Topics

Awareness, Satisfaction, Alternative Transportation, Demographics, Frequency /Level of Interaction with DOTS services, Parking Citations, Resources, Appeal Awareness/Satisfaction, Shuttle Usage, Suggestions, Appeal Improvements, Customer Service, Signs, Parking Grievances, Nite Ride

TRENDS

Awareness of Transit Services
98% of the students are aware of Shuttle UM
82% are aware of Nite Ride
49% are aware of Paratransit
30% are aware of Motor Assistance

Awareness of Parking and Customer Service
90% aware of parking registration, permits & pay stations
79% aware of Special Event parking
70% aware of Scooter Registration
20% aware of Bundle Packs

Satisfaction
81% Moderately to Very Satisfied with Shuttle-UM
77% Moderately to Very Satisfied with Motor Assistance
73% Moderately to Very Satisfied with Paratransit
68% Moderately to Very Satisfied with Nite Ride

"I love the services and I'm very thankful for them! I wish they started a half hour earlier during the weekdays..."