Date of Report: 4/1/2016  
Title: Parking Survey

Purpose: This survey will be used to assess students’ attitudes, knowledge, and usage patterns regarding transportation services at Texas State University, with a focus on the utilization of the Parking Services. Information provided on this survey will be used to form recommendations that will be incorporated in future modifications of permitting, parking regulations, and parking availability.

Semester conducted:  
☐ Fall  
☒ Spring  
☐ Summer  
Year: 2016

Brief description of sample (Include information about how the survey was distributed; to whom it was sent; how many were included in the final sample and how many responded):

Invitations to complete the survey were e-mailed to a random sample of 5,000 students on February 23, reminder messages were sent to non-respondents on March 1, and the survey closed on March 4. A total of 1,215 responses were received, for a response rate of 24.3 percent.

Overall response rate achieved (report percentage): 24.3%

Key findings: In continued examination of the Gold Residence Hall permit, this year the data shows that 80% (an increase from 75.9% in 2015) chose the more expensive permit citing convenience (82.83% down from 88.2% in 2015) as the most important factor. Modes of transportation to campus have not significantly changed since last year. Only 29% use social media to find out information about parking or transportation, and 36.2% felt communication between Parking Services was above average.

Actions planned or taken as a result of findings: Parking Services will use the results of the survey to evaluate and make recommendations for any supported alterations to the current rules, regulations, and permitting procedures. Data will also compared to the 2014 and 2015 baseline for changes in our public information and awareness campaigns, including significantly increase the awareness campaign about differing locations with available parking on campus, and modeling the Loop 82 construction information campaign.

Person to contact for more information or to respond to requests for data:  
Name: Stephanie Daniels  
Email: Transportation@txstate.edu  
Telephone: 512-245-5555

Please return this completed form to Susan Thompson, Office of Institutional Research, susan@txstate.edu.