Washington State University
Bicycle and Pedestrian Plan

Appendix D: Stakeholder Interview & Outreach Summary

alta
PLANNING + DESIGN

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FROM: Alta Planning + Design

DATE: July, 2013

Stakeholder Outreach

As part of the Existing Conditions Analysis, various groups who work on or pass through campus were asked to participate in smaller group settings where more thorough discussions related to biking and walking, as well as increased biking and walking, on campus could be conducted.

The participants in the interviews were divided into three similar groups with the purpose of focusing the conversation on their shared issues and concerns. All stakeholder interviews were conducted on March 6, 2013.

The participants in each group are listed below in Tables 1-3.

Table 1: Group A

Representative	Group
Dennis Rovetto	Facilities Services/Operations
Eric Slocum	Maintenance & Plant Services
Rick Finch	Waste Management
Bob Tattershall	Housing & Dining Services
Jeff Gossard	Supply Management

Table 2: Group B

Representative	Group
Jonathan Stahl	UREC
Andrew Stephenson	Student
Lance Jackson	Green Bike Program
Ryan Bibko	Intern – UREC/Green Bikes
Jason Hurdlow	Cycling Club
Brice Erickson	B&L Bicycle Shop

Table 3: Group C

Representative	Group
Rod Thornton	Pullman Transit
Chris Mitchell	Pullman Transit
Phil Kenyon	The Unicyclist
Pete Dickinson	City of Pullman Planner
Nathan Weller	City Councilman
David Hoyt	Pullman Civic Trust

The organizing questions for the interviews are located in Appendix A. The focus of each group discussion varied based on the stakeholder's connections to bicycling and walking in Pullman and on the Washington State University campus. As such, a summary for each group discussion is provided, followed by one summary of the emergent themes identified throughout the day.

Each group summary is a collection of the comments made by interviewees, organized by theme. While these perspectives are important, the intention is not to make any decisions based entirely on these conversations but instead to identify topics and ideas that should be explored in other public input opportunities and integrated into the planning analysis. This summary is intended to relay and record these topics and ideas.

Group A Summary

Behavior

- Already have issues with pedestrians walking into blind spots.
- Lack of patience on part of bikes/pedestrians when vehicles are backing up.
- WSU acts as a training ground for bicyclists and pedestrians.
- Bikes on sidewalk and then jumping out into the street.

Facility Design

- Biggest issue is bicycles on the right hand lane. Difficult to see from large vehicles.
- Doing snowplowing, utility digging, etc. Whatever we end up putting in need to take care of it. 7 feet is a minimum width for plowing.
- On maintenance, if we build new path, will go over utilities, need width to accommodate vehicles so can drive on it without breaking down edges.
- Every time a new building goes in, a goat path/cattle path shows up.
- Have quite a few of goat paths around the residence halls.
- Have had a breakthrough with campus design engineers, and we are going to see sidewalks that go where the students go.
- Painting lines in the spring (with a bad winter) can take a while. So there may be months where there is no striping.
- Bike movement coming off Wilson Road/Troy Lane is dangerous.

Missing Connections

- No sidewalk from Columbia/Chinook across Columbia.
- Have 9 apartment complexes, would like to have bike paths going to them.
- 5 apartments on northside in Apartment Land. A logical path from those complexes onto campus.

Areas of Concern

- Biggest issue is whole corridor along Stadium Way.
- Stadium Way sidewalk is heavily travelled route.
- We set up URec Green Bike docks. Those are in the plowing areas. Look where winter snow berms are going to end up, and where plows are going to be.
- Pedestrian-scramble phase will be interesting.
- Streets with speed and volumes (Campus Way).

Identified Needs

- Have 2 small sidewalk sweepers – 5-6 feet wide. We don't have the manpower to focus on winter bike trails. Sidewalks, stairs, streets. Focus on core of campus (streets, sidewalks).
- I can see significant impact to budget for striping. We stripe all the streets on WSU. ~ $20K. We won't be getting any new funds, so if there are significant new striping, need funds.
- If additional sweepers/sweeping is going to be required, burning diesel, burning brushes, manpower. And the university is already at capacity for sweeping.
- No matter what it is, vehicles still have to access it, still have to fix it.

Group B Summary

Behavior

- Difficult to get from Colorado to the Student Rec Center. People ride wrong way.
- Difficulties about where people should be riding. Many people ride on the sidewalk. Not safe.
- People grab bikes at the CUB and then fly down the mall hills. Huge area, but chaos.
- A lot is educating bicyclists on how to ride in the road.

Facility Design

- In Pullman, hills are a huge obstacle. Any time we think about routes to facilitate – places with more switchback, avoiding steep sections of road.
- Often, the quickest way between 2 points has a stair. Having paths between buildings would be helpful.
- Widths are insufficient in many places. Especially sidewalks.
- More curb cuts.
- Maybe a 2-way lane delineated down the middle of the mall. From CUB to Wilbur Davis a downhill race. If we are able to identify a center lane for utility/faster moving vehicles.

Missing Connections

- Path behind Cougar Country drops you off into no man's land on College Hill.
- Inadequate shoulders on many of the roads, particularly arterials and highways.
- North Fairway near Chief Joseph. Sidewalk ends on both sides.

Areas of Concern

- Stadium Way curb cuts angled poorly, not in line of travel.
- Stadium Way path ends. Take out shrubs and smooth it out. Need wayfinding for where path dumps you off.
- Trail at bottom of Stadium across from Dissmores, no clear route.
- Where do you ride on the major roads in Pullman?
- Connectivity is so important. You can be on the path on Terre View and then it becomes nothing.
- Down Stadium Way towards Main Street – that whole hill. People flying down sidewalk on both sides. And there is a lot of traffic going down that hill. That road could really benefit from a cycle lane/track.

Identified Needs

- City has general bike map – mostly covers trails. No routing map. Strong desire for routing map that covers city and WSU.
- Consistency. Among signage, design. Know that if I take this route, I can expect to be okay.
- Need a clear, safe place for bicyclists to ride.
- Potential incentives. First, have a map to show people where to ride. You have a lot of incoming students, explain to them that a parking permit costs $$. Transit waiting times are XX. Bicycle/walking times are X. Offering time and money. Encourage them to acquire their own bike (or bring their own).
- Have a freshman bicycle skills class, or bicycle tour, or both. The problem is that the infrastructure is not set up for it.

Group C Summary

Behavior

- Need general education on training bicyclists to be good citizens. Also drivers.
- You're on campus or you're in town. Works now. If people are going to start riding around (green bikes), need education/information piece.

Facility Design

- Signage designed by Civic Trust, naming small group between City/Civic Trust. Worked with Alan Davis (Parks superintendent).
- There are a lot of places where there are no accessible curb cuts, jumping off curbs.
- Pathway on Stadium Way necessary. Standing at Stadium/Main, really only notice cars. Need pathway.

Missing Connections

- On west side of Merman Drive, from Terrace View Dr. down, there are gaps in the sidewalk on at least one side.
- Grand (by Snap Fitness and cleaners). People try and get bikes across or walk across to get onto path.
- Terre View, downtown near Rainey Park with weird turns/elbows. By the car wash/Dissmores.
- Riverwalk access to campus from western/southern routes difficult
- Need better access from city pathways to campus.

Areas of Concern

- When you drive around campus, not dealing with wide open streets (most of the town).
- Campus Street - Bad street for mixing.
- Colorado from Parking services to Opal also difficult.
- Valley Road is somewhat of a challenge, when built apartments, overall demand went way up, roadway not widened.
- Bicycles present a challenge. Any bus driver will tell you that.
- Martin Stadium. So congested. Based partly on where bus stop is. Dropping off 80/90 students.
- Colorado / Valley / Merman– bicyclists heading onto campus. Down through playfield. Downhill, going fast, sometimes on sidewalk. Once you pass the playfields, becomes difficult
- Campus/Colorado/Opal – down through Greek Row. Difficult, narrow, parking allowed on one side.
- Looking at ped/bike problems, downtown especially. Sometimes people are used to biking on the streets, may try and use sidewalks – not allowed.
- Steam Plant Hill (College), not really accessible for bikes.
- A lot of discussion about evergreens/junipers along Stadium Way.
- Long-term plan is to keep vehicles out of campus, The areas where vehicles are allowed will have more vehicles, so keep bikes off the street.

Identified Needs

- City has outdated bike/ped plan. Hoping to get that updated soon, probably as part of comp plan update.
- Would rather see a pathway system vs. an on-street system.
- Gaps in current trails.
- With new Visitor Center, reintroduction of trail up to campus
- Standardized rules about where biking can be.
- Develop brochure on safe biking/walking in Pullman and campus.

Emergent Themes

From the various group discussions, the following themes emerged as constant across stakeholder groups.

Programmatic Efforts

Programmatic efforts range from education/Public Service Announcements aimed at bicyclists, pedestrians, and drivers to new bicycle routing map for the City of Pullman and WSU. Education efforts targeted at developing courteous and lawful bicyclists would be highly effective with a captive population such as the WSU. Providing a user map that identifies low(er) stress routes to travel around the city and campus will provide confidence and encouragement to new (and returning) riders.

Fill in the Gaps

While the trails in Pullman provide an excellent environment for walking and biking, there are gaps in both the trail system and the on-street and campus connections to that trail system. These gaps make it difficult to walk or bike safely to campus and other destinations.

Provide Facilities for All Ages, All Abilities

Along with providing additional educational opportunities on biking and walking in a safe and secure manner, there was a strong desire to see facilities that provide access and connectivity for all users, not just those that are already confident bicyclists. Sidewalks are not typically designed to accommodate bicycle traffic, although they are commonly used for such purposes in Pullman. Designing and providing bicycle-only facilities, in particular facilities that provide separation from motor vehicles (paths, cycle tracks and buffered bicycle lanes) will attract the greatest number of users while providing the safest environment to bicycle in.

Along with the desire for separate facilities, the topography of Pullman can be an obstacle to bicycling. Identifying routes that facilitate easier movement uphill and providing sufficient wayfinding and facility design was another theme.

Coordination

With the need to fill in the gaps and provide facilities for all ages, all abilities comes the need to have strong coordination between city staff and university staff to identify city-wide priorities, potential funding mechanisms, and communicating to all residents the non-motorized transportation opportunities available to them.

Community Outreach

Community outreach for the Washington State University Bicycle and Pedestrian Plan was conducted through two primary means:

1. Community Workshops, and;
2. Online Survey

The results of those outreach efforts are detailed below.

Community Workshops

The first Community Public Workshop for the Washington State University Bicycle and Pedestrian Plan was held on March 7th, 2013 from 10 a.m. – 2 p.m. in the Junior Ballroom East of the Compton Union Building (CUB).

The second Community Public Workshop was held on April 16th 2013 from 11a.m. – 3 p.m. in the Smith Center for Undergraduate Education (CUE).

The purpose of these workshops was to allow visitors an opportunity to review the identified existing conditions and communicate with staff and consultants their issues and concerns regarding biking and walking in Pullman and on/to the WSU campus.

To facilitate these conversations, the room was set up with 5 stations that visitors could visit in any order and stay as long as necessary. Each station provided the opportunity to comment or vote on issues/concerns/preferences. The stations are identified in Table 1.

Table 1. Public Workshop Stations

Station	Purpose
Welcome	Sign-in for updates, add direct route to map.
Existing Conditions	Maps for adding comments regarding existing (or missing) conditions/facilities.
Potential Walking Enhancements	Maps for identifying constraints and possible solutions. Voting boards with potential solutions to improve walking conditions
Potential Bicycling Enhancements	Maps for identifying constraints and possible solutions. Voting boards with potential solutions to improve bicycling conditions
Education/ Encouragement	Voting boards with potential education and encouragement programs for WSU and Pullman.

Origin and destination mapping results are illustrated in Figure 1. The balanced distribution of lines indicated broad geographic origins as well as a fairly even distribution between bicyclists and pedestrians.

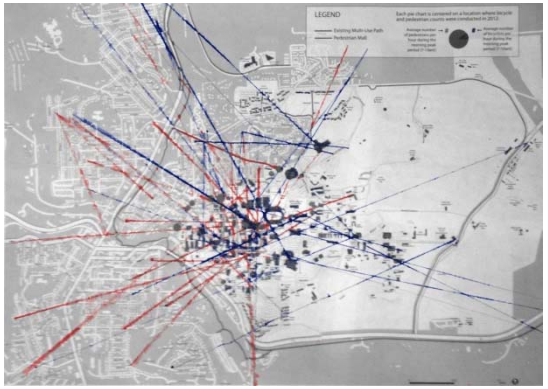


Figure 1: Community Responses for "Where are you coming from? Where are you going to?" (Blue=Walking, Red=Biking)

Map-based comments presented on the following pages (aggregated from all responses for legibility) are separated into categories by facility type: Walking, Biking, and Multi-Use Paths. Community responses were further identified as "Problem Area" comments, noting particular issues and concerns, or "Solution" focused comments offering specific recommendations for enhancements.

Walking: Problem Areas Identified by the Community

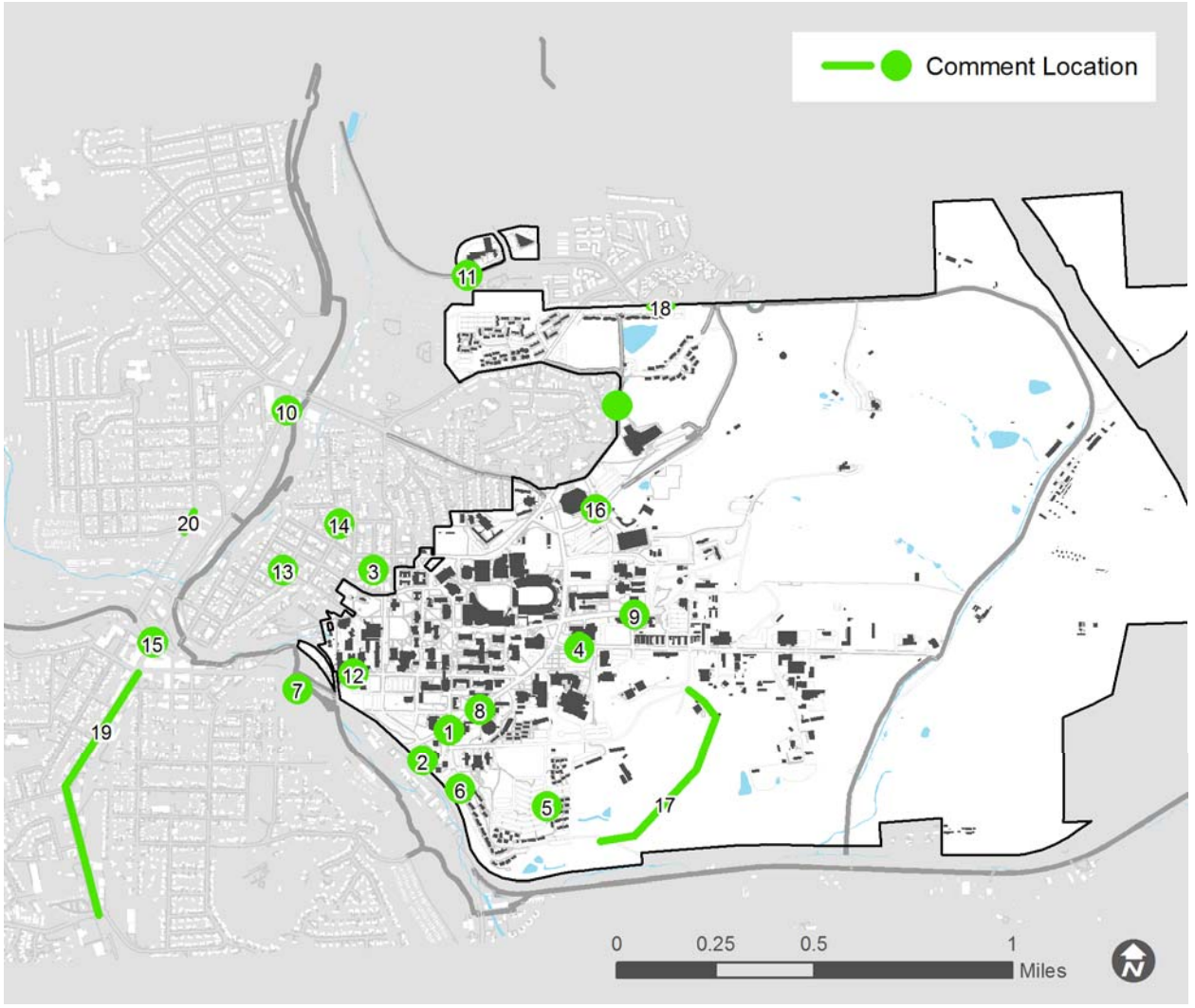


Figure 2: Problem Areas - Walking

Walking: Problem Areas Identified by the Community

#	Comment
1	Construction makes travel difficult
2	Lack of curb cuts makes walking with stroller difficult
3	Young drivers are in a hurry
4	Poor lighting leads to crashes at night
5	Very steep. No sidewalks, shared roadway conditions. Dangerous in winter
6	Bad pedestrian access to downtown from this area of campus
7	Confusion about how to access downtown
8	Visibility due to the median and plantings is a problem. The speed [limit lowering] seems to help this.
9	Wilson road intersection with Lewis Alumni Center the sidewalk ends. No stop sign. Sightline/collision hazard.
10	Crossings feel unsafe
11	unprotected crossings and high demand
12	Steep hill, Uncomfortable stairs
13	Narrow sidewalk
14	Poor sidewalk maintenance in College Hill area
15	Difficult pedestrian crossing
16	Fast cars, parked cars, make this area difficult to cross.
17	Dirt service road. Good walking route but recently fenced off
18	Lack of sidewalk feels unsafe
19	Walk to campus is flat, but boring and traffic noise prone
20	Gravel on sidewalk year round

Walking: Solutions Identified by the Community

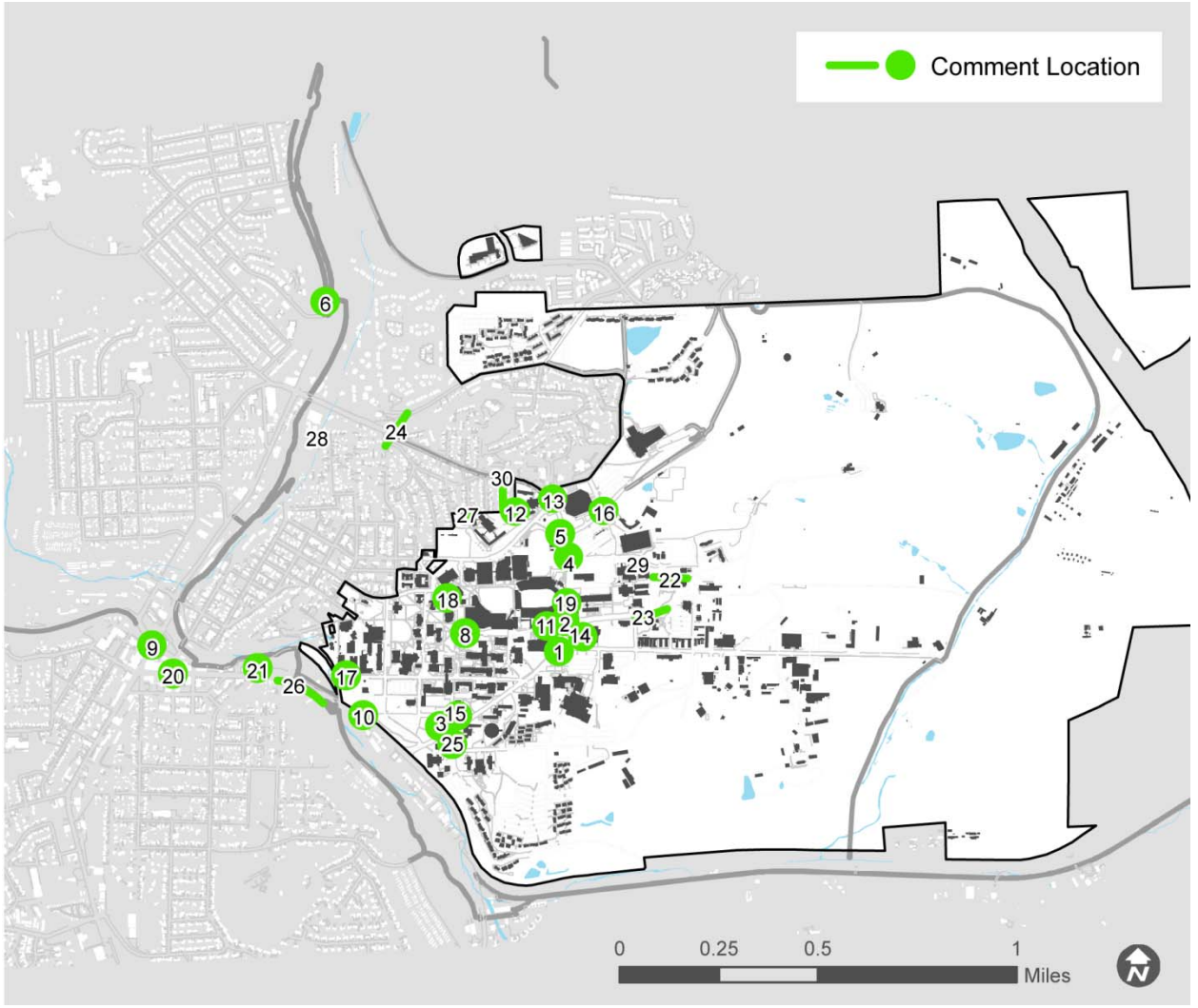


Figure 3: Solutions - Walking

Walking: Solutions Identified by the Community

#	Comment
1	Improved/Longer pedestrian signal
2	Improved/Longer pedestrian signal
3	Improved/Longer Pedestrian signal
4	More noticeable crosswalk
5	More noticeable crosswalk
6	Improved crossing of Grand
7	Improved crossings along Bishop at key destinations
8	Enforce illegal vehicle access on pedestrian malls (pizza hut, etc.)
9	Improve Crossing
10	crossing needed
11	Consider an all-way scramble at Wilson
12	Educate people about the staircases from the neighborhood
13	Opportunity to provide a better pedestrian phase at this signal.
14	Consider an automatic pedestrian phase all along stadium way
15	Bring the pedestrian bridge back.
16	Flashing lights to improve crossing
17	Make the staircase standard size or add a regular sidewalk to walk up
18	Add more disabled parking close to the entrance of Avery.
19	Increase signal time for pedestrians, shorter cycle lengths
20	Add countdown signals and use automatic pedestrian phases downtown.
21	Add traffic/pedestrian signal here
22	Establish formal connection from P.G.C. to Food Science
23	Sidewalk needed here
24	Add pedestrian bridge over stadium way
25	Bring back Pedestrian bridge
26	Sidewalk Needed
27	Secret/hidden stairway access to campus
28	Secret/hidden stairway access into neighborhood
29	Formalize the path here connecting parking lots
30	Add a railing to the sidewalk here to make it easier to go uphill.

Biking: Problem Areas Identified by the Community

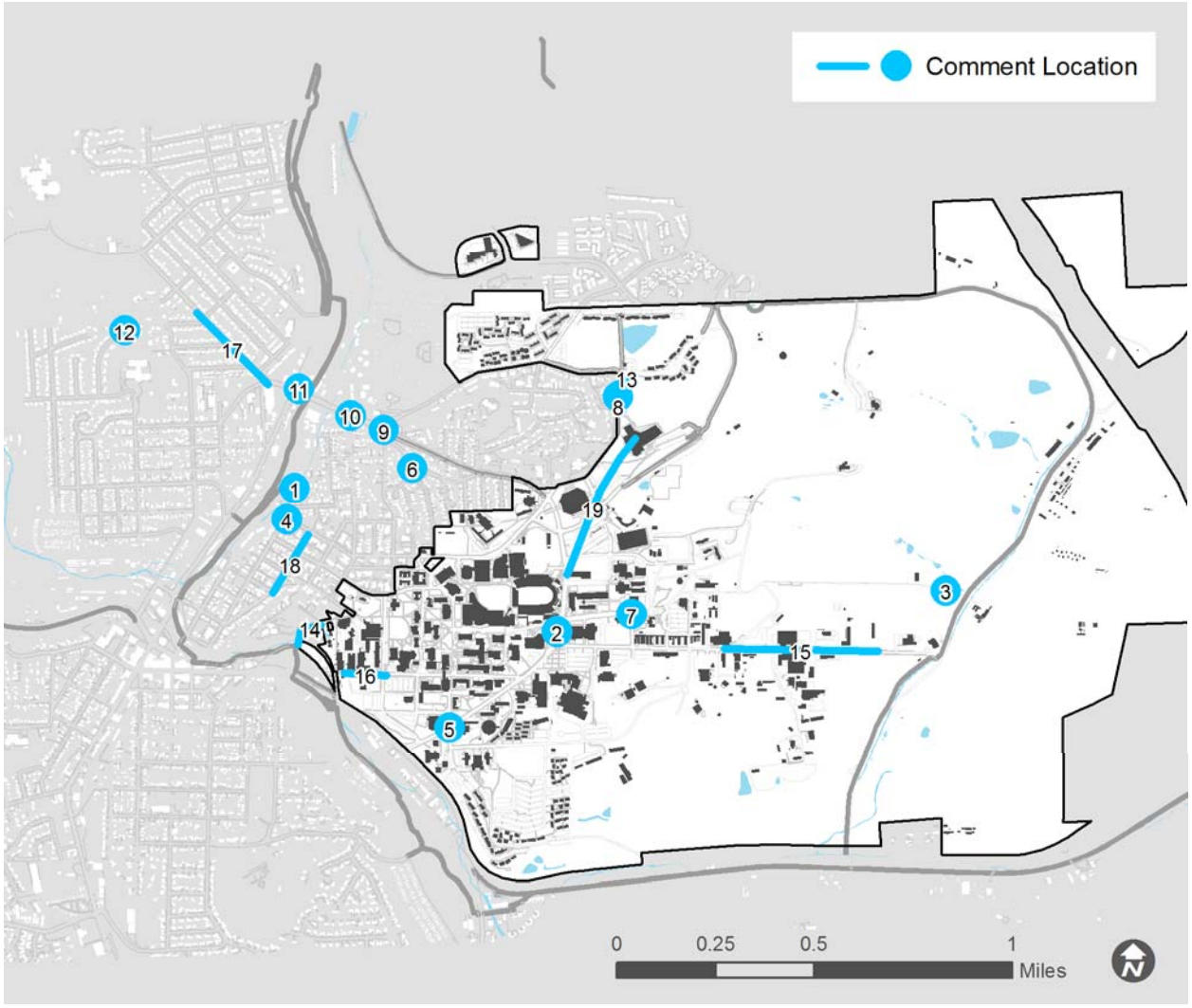


Figure 4: Problem Areas - Biking

Biking: Problem Areas Identified by the Community

#	Comment
1	Broke glass on roadway (where path connects to the streets)
2	Bike crash due to ice
3	Bad connection on Animal Science
4	From the college hill climb, neighborhood routes to campus are congested.
5	Poor connection for bikes - only stairs
6	Dangerous intersection
7	Dangerous weird intersection. Difficult to see oncoming cars from the west.
8	Poor maintenance of the path here
9	Poorly placed curb cut.
10	Missing curb cut to access streets
11	Bad intersection in many ways
12	Orion doesn't connect through for automobiles here. Bicyclists and pedestrians cut through to get to State.
13	Narrow sidewalks and no curb cuts
14	Pearl Rd. and Reaney - Not safe for bicyclists. Cars travelling too fast
15	Grimes way lacks curb cuts for bicyclists to ride on the sidewalk
16	College is too steep to ride
17	Too steep
18	Glass on roadway.
19	Poor route choices from the Stadium to the Rec Center

Biking: Solutions Identified by the Community

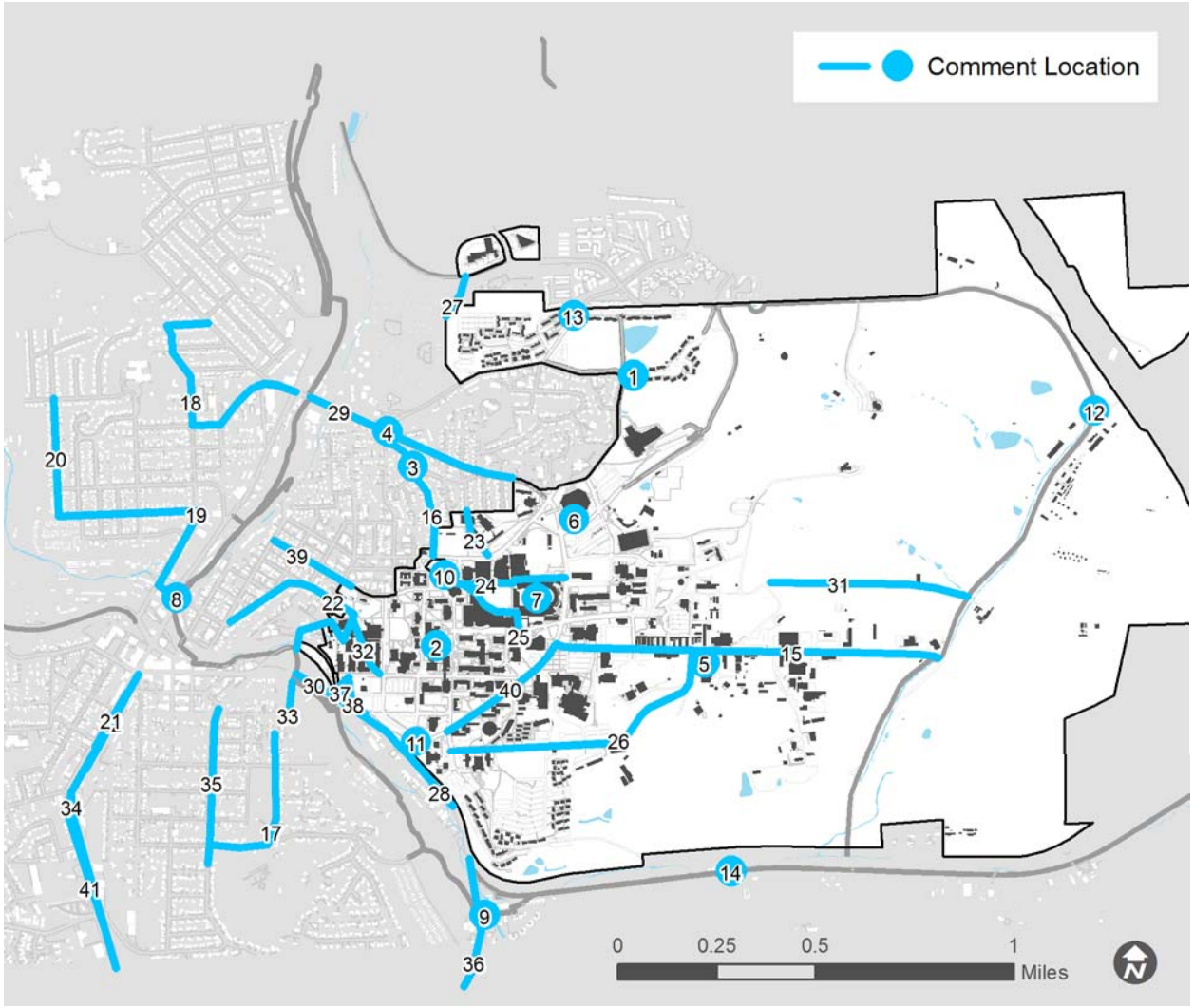


Figure 5: Solutions - Biking

Biking: Solutions Identified by the Community

#	Comment
1	Open up the path connection to Nez pierce and sign/mark
2	Add better bike parking to this side of campus
3	Improve intersection to better manage movements at this awkward intersection
4	Improve Crossing
5	More covered bike parking here (and everywhere) on campus
6	More bike parking at Beasley
7	More bike parking at the stadium. Bike valet service on game day.
8	Better bike signal detection and actuation
9	Improve crossing for bikes
10	Add a shower/Locker facility here
11	Improve the crossing for bikes
12	Add curb cut to allow bicyclists to head to the airport. Consider if other locations along the paths need curb cuts as well.
13	Add a large shared bike parking area for residents living up the hill
14	Improve access to and from the trail for bicyclists. Improve the crossing to the north side shoulder.
15	Bike improvements on Grimes - add curb ramps so bikes can access sidewalks
16	Good neighborhood route (assuming volume/speed improvements)
17	Alternative route to taking Spring
18	Alternate route to using Hall
19	Less steep route
20	Less steep route
21	Wide sidewalk opportunity for bikes
22	Good bike route option
23	Bike path/space through parking lot
24	Route though/along stadium is high demand today - Enhance it for better access and comfort
25	Connect paths - is there a way to add a ramp for bikes (instead of stairs)?
26	Add bike specific path
27	New bike connection
28	Widen shoulder on 270 to provide more space for bicyclists
29	Sidepath or bike lane improvement
30	Remove "No Biking" signs here
31	Improve bike connectivity though here
32	Switchback bikeway connection improvement
33	Good connection through here needs wayfinding
34	Bikeway needed to reach destinations
35	Add bikeway to Spring
36	Add bike lanes to Bishop
37	Formalize trail from under the bridge up to Tacoma
38	Add new trail
39	Put bike lane on the uphill side
40	Add a dedicated bike path to Stadium Way
41	Parking here is underutilized - add a bike lane instead
42	Parking is highly used here - add shared lane markings

Multi-Use Paths: Problem Areas Identified by the Community

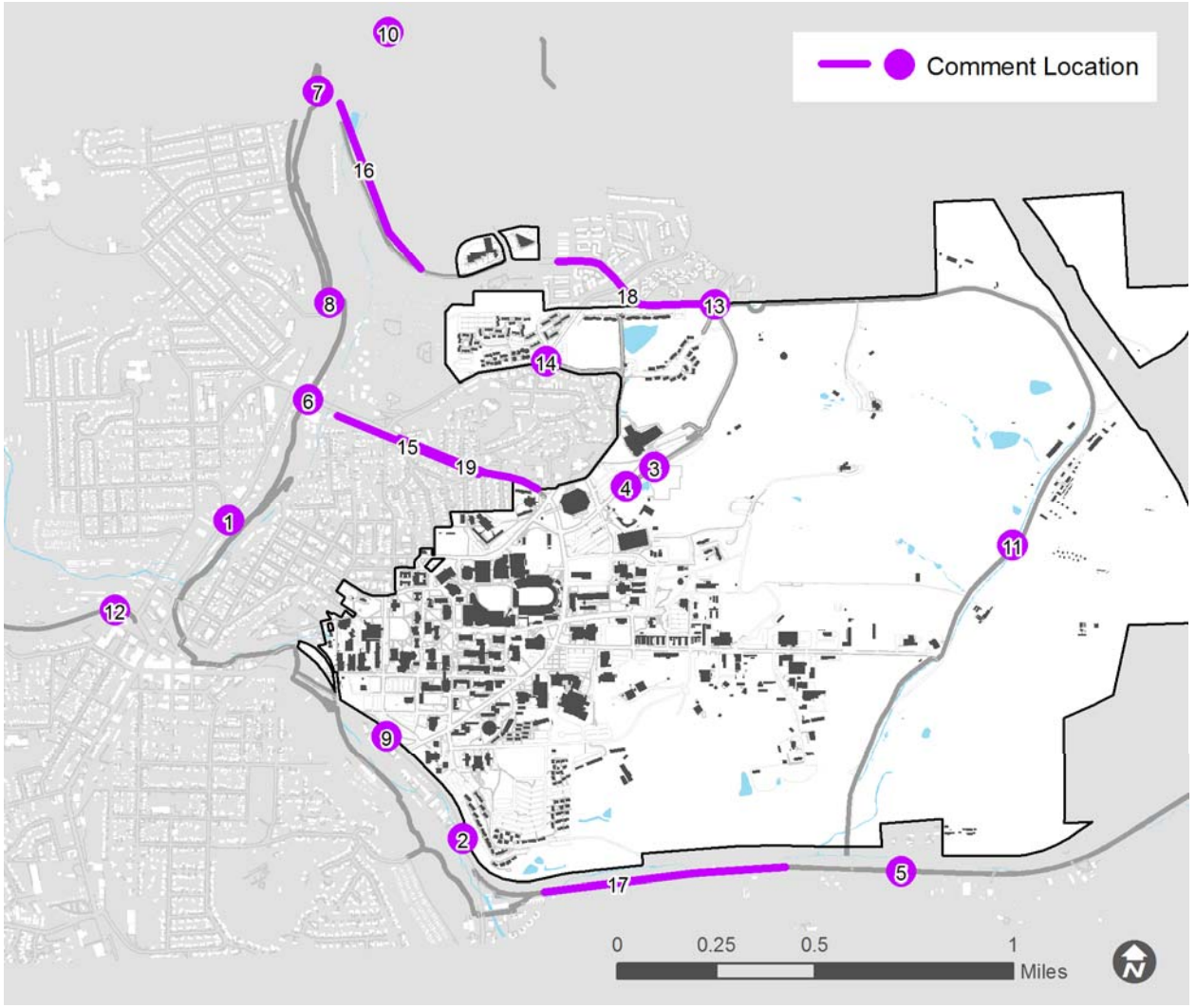


Figure 6: Problem Areas – Multi-Use Paths

Multi-Use Paths: Problem Areas Identified by the Community

#	Comment
1	Difficult to cross. Safe crossings are all out of the way.
2	Car [drivers] don't watch for or expect to see bikes/peds in this area
3	Sidepath on Fairway has sidewalk-style curb cuts, inappropriate for bike path use
4	Sidepath on fairway ends. bad connection
5	Trail not plowed enough in the winter
6	Path crossing is unsafe
7	Path connection is difficult
8	Connection/Transition between path and road is unsafe. Poor sightlines, inattentive drivers.
9	Connection from 270 path to Stadium Way is missing
10	Trail at Schweitzer engineering. Curb cuts to access trail not well placed for trail access.
11	Gravel and debris on path
12	Access to path on Davis is poorly marked and difficult
13	Dangerous weird intersection
14	Path ends abruptly
15	Poor quality and lack of maintenance of path and walkways. Overgrown bushes, potholes, cracks and gravel
16	Generally poor path maintenance. (Glass, debris)
17	Poor maintenance: coyote and dog "detritus"
18	Key missing link in the network
19	Bike path here is poorly designed and poorly maintained

Multi-Use Paths: Solutions Identified by the Community

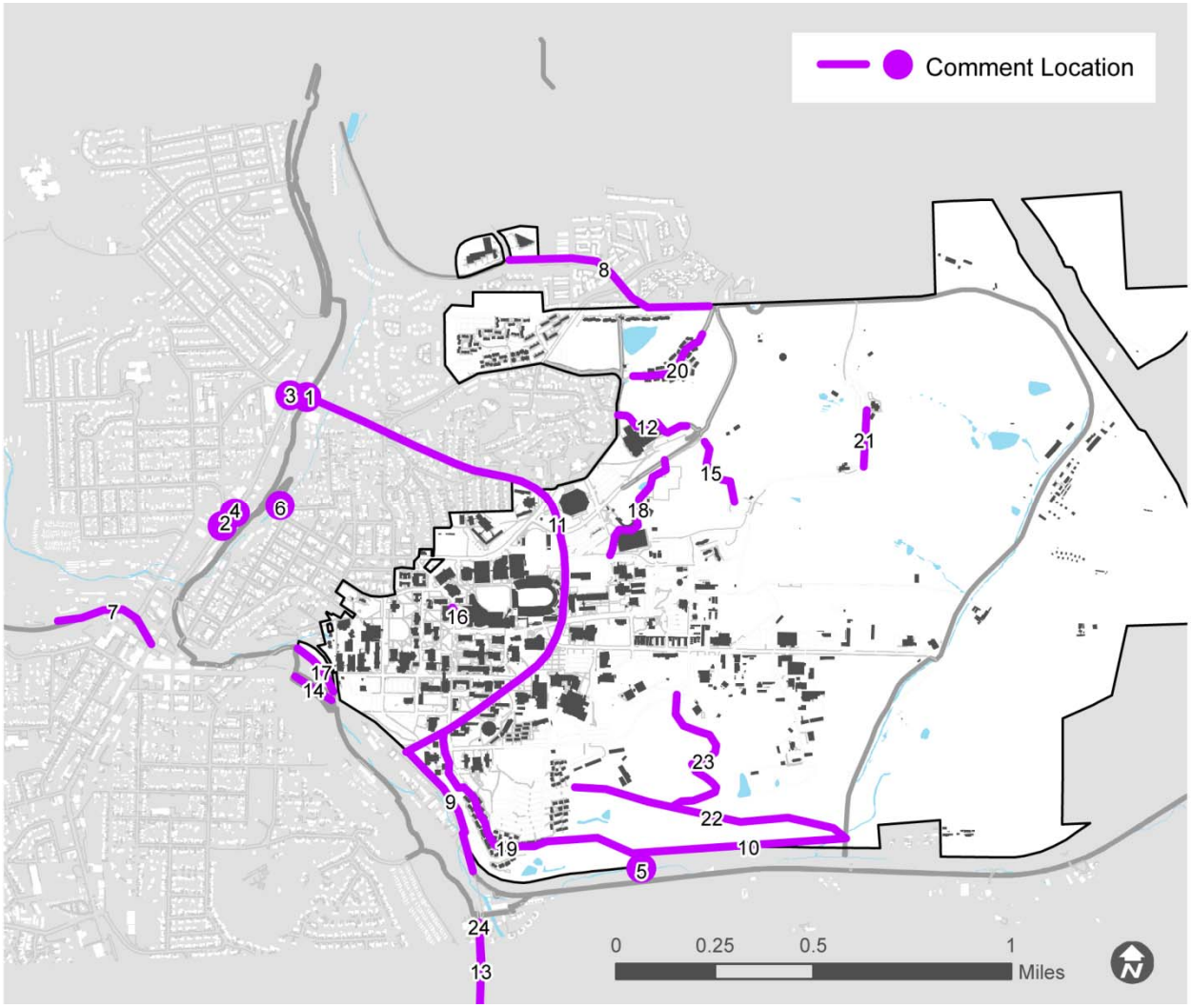


Figure 7: Community Solutions – Multi-Use Paths

Multi-Use Path: Solutions Identified by the Community

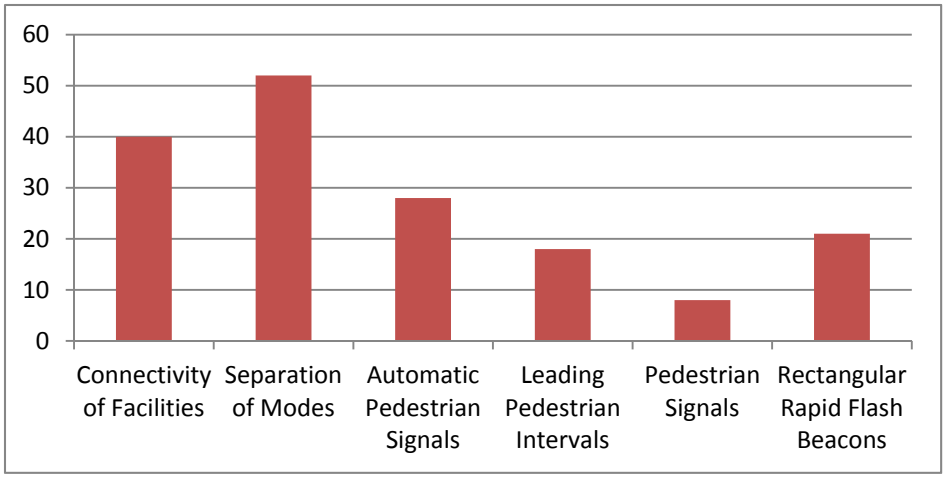
#	Comment
1	Improve crossing marking and alignment to safely cross street and navigate railroad tracks.
2	Add safe crossing here for path users to connect to neighborhoods
3	Improve Trail Crossing and automate pedestrian signals.
4	Mark this crossing and provide better lighting.
5	Add street crossing here to connect the path to campus
6	Improve the connection to the college hill climb
7	Improve the connection to the Davis Way sidepath
8	Connect/Finish Path
9	Improve 270 from Bishop to Stadium Way
10	Add new path to north side of 270
11	High quality facilities for bicyclists and pedestrians on entirety of Stadium Way
12	Potential short cut path
13	Continue trail south along Bishop as far as possible
14	Improve the bridge bike/walkway to reduce conflicts between bike/ped
15	Pave and establish existing informal trail
16	Formalize the cut through path
17	Extend and connect paths.
18	Add a path between buildings
19	Add/Formalize the path route through the buildings and parking lots
20	Formalize path through parking lot
21	Add path to connect streets.
22	Consider a trail alignment here
23	Consider a trail alignment
24	Extend the path along Johnson to the area behind the hospital and loop around to connect to Grand. consider ways to overcome barriers to this loop

Improvement Preferences: Boards

In addition to identifying problems and opportunities on maps, workshop participants provided additional information to the project team through a preference survey exercise. Three boards asked participants to "spend" three dots to identify their preference on potential future improvements. Results on these boards may indicate the type of solutions the participants think will be most effective. All charts show the number of dots placed on each alternative.

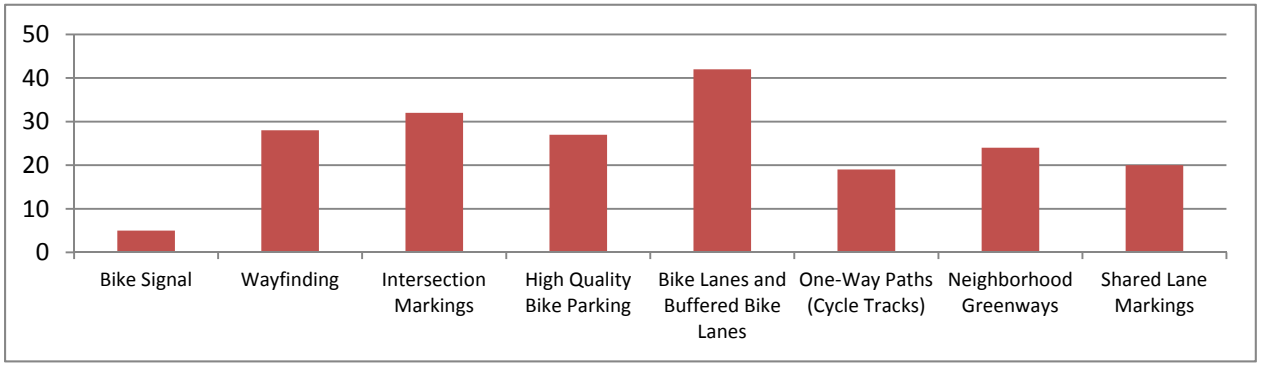
Walking Improvements:

Responses to "Which programs would you like to see as a part of this study?"



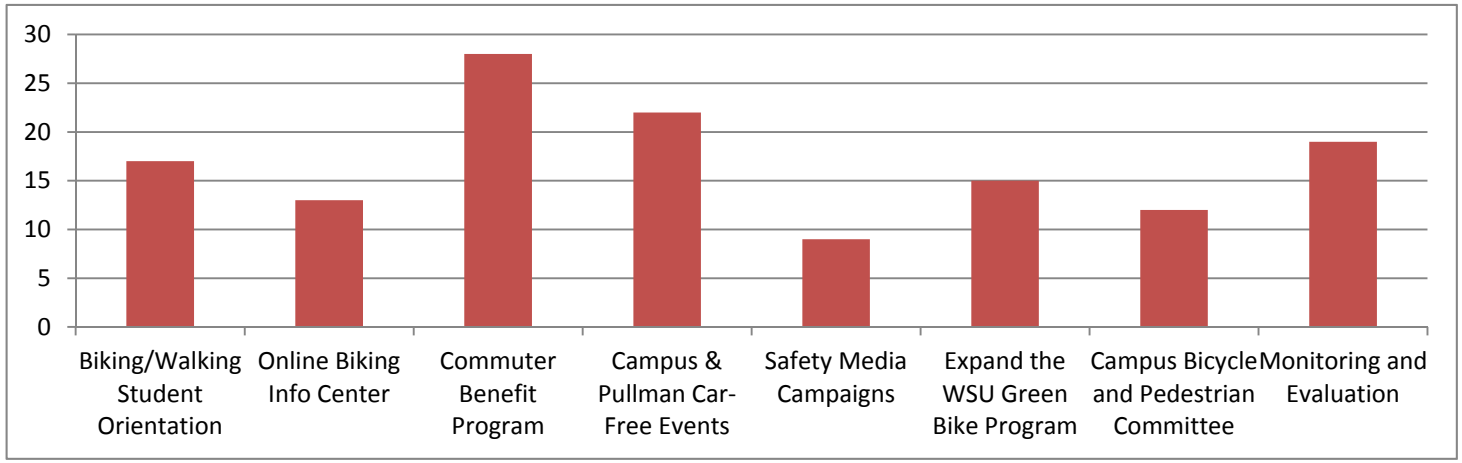
Biking Improvements:

Responses to "What new bike facilities would you like to see at Washington State University?"



Potential Programs:

Responses to "Which programs would you like to see as a part of this study?"



Comment Card Summary

Workshop participants provided additional information to the project team through comment cards. The comment cards asked four questions:

1) What is your affiliation with the University?

2) What are the 3 main reasons you do not bike or walk more?

3) What are 3 improvements WSU could make to support you biking and walking more?

4) Please feel free to leave any general comments on the back of the sheet. Thank you!

The project team received nearly 100 comment cards from workshop participants.

Barriers / Improvements (Q2 & Q3)

After conducting an initial review of comments, Alta staff conducted an analysis of responses to questions two and three in order to gain a deeper understanding of the issues and desired improvements related to walking and biking.

An exhaustive list of response categories was created for both barriers and improvements based on the range of comments received. These lists strive to capture the specificity of all barriers and desired improvements identified by workshop participants, and as such were designed to sort each response into one unique category. Alta staff then tallied the number of times each barrier or improvement was mentioned on the comment forms received. See table at left on page 22 for a summary table of identified barriers, and the table at right on page 17 for a summary table of desired improvements.

Detailed Response Summary: What are the 3 main reasons you do not walk or bike more?

Barrier Identified by Participants	Response Count	% of Total Responses
Topography	29	20.0%
Weather (too cold, rainy, snowy, or icy)	21	14.5%
Safety/traffic concerns	21	14.5%
Lack of trails/off street paths	13	9.0%
Lack of on-street bikeways	10	6.9%
Poorly maintained streets (including gravel and glass)	10	6.9%
Lack of connectivity in existing networks	7	4.8%
Inadequate long term bike parking/storage	8	5.5%
Takes too long	5	3.4%
Green bikes not accessible/convenient	5	3.4%
Prefer to drive/ride in car	6	4.1%
Lack of wayfinding	4	2.8%
Do not own a bike	4	2.8%
Too far	4	2.8%
Concerned about bike theft	3	2.1%
Poorly maintained sidewalks/campus walkways	2	1.4%
Inadequate short term bike parking	2	1.4%
Need to look nice upon arrival at campus	2	1.4%
Poor lighting	1	0.7%
Crowded sidewalks	3	2.1%
"Lazy"	2	1.4%
Prefer to take bus	1	0.7%
Missing sidewalk ramps	1	0.7%
Unpleasant sidewalks	1	0.7%
Total	**165**	**100%**

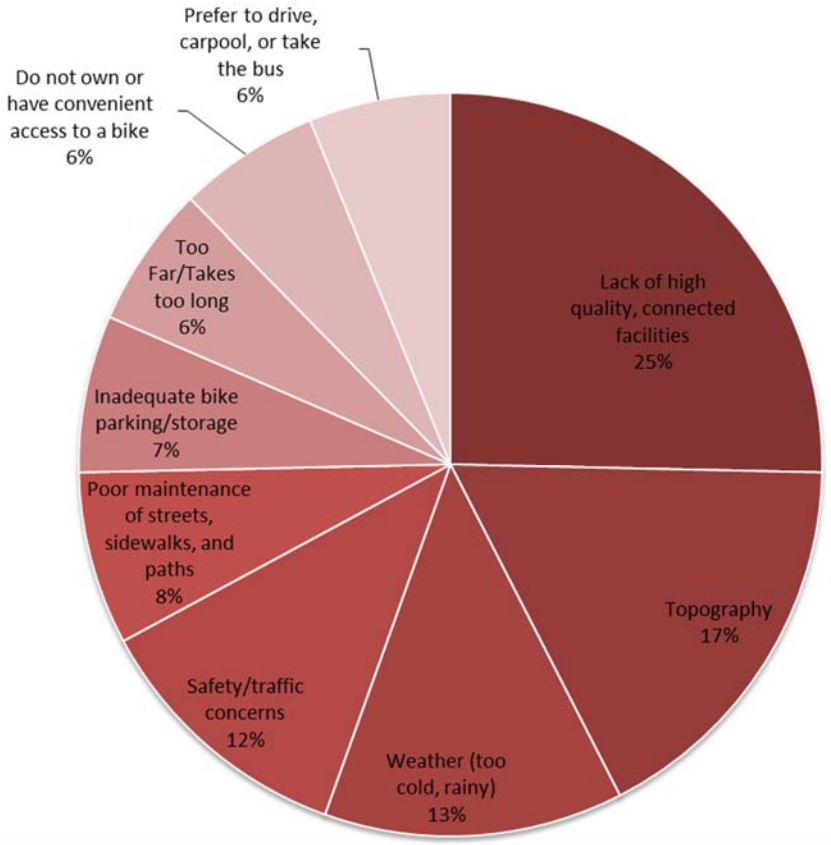
Detailed Response Summary: What are 3 improvements WSU could make to support you biking and walking more?

Improvement Identified by Participants	Response Count	% of Total Responses
New/improved on-street bikeways	27	18.6%
New/improved trails/off-street paths	22	15.2%
Wayfinding	14	9.7%
More cohesive network of facilities	12	8.3%
Improved maintenance of streets (remove glass and gravel)	10	6.9%
Improved crossings (overpasses, crosswalks, flashing beacons)	9	6.2%
Easier to access green bikes	8	5.5%
Improved maintenance of sidewalks/campus pedestrian pathways	7	4.8%
Long-term bike parking/storage	9	6.2%
Transportation Demand Management program(s)	5	3.4%
Improved maintenance of off-street paths	4	2.8%
New routes that avoid steep hills	4	2.8%
Separate bicyclists and pedestrians	5	3.4%
Elevators/escalators for hills	4	2.8%
Short term bike parking	5	3.4%
Improve lighting	3	2.1%
Curb ramps	5	3.4%
Driver education	2	1.4%
Improved signal timing	2	1.4%
Improved bike/transit integration	1	0.7%
Traffic calming	1	0.7%
Street trees	1	0.7%
Covered walkways	1	0.7%
Total	**161**	**100%**

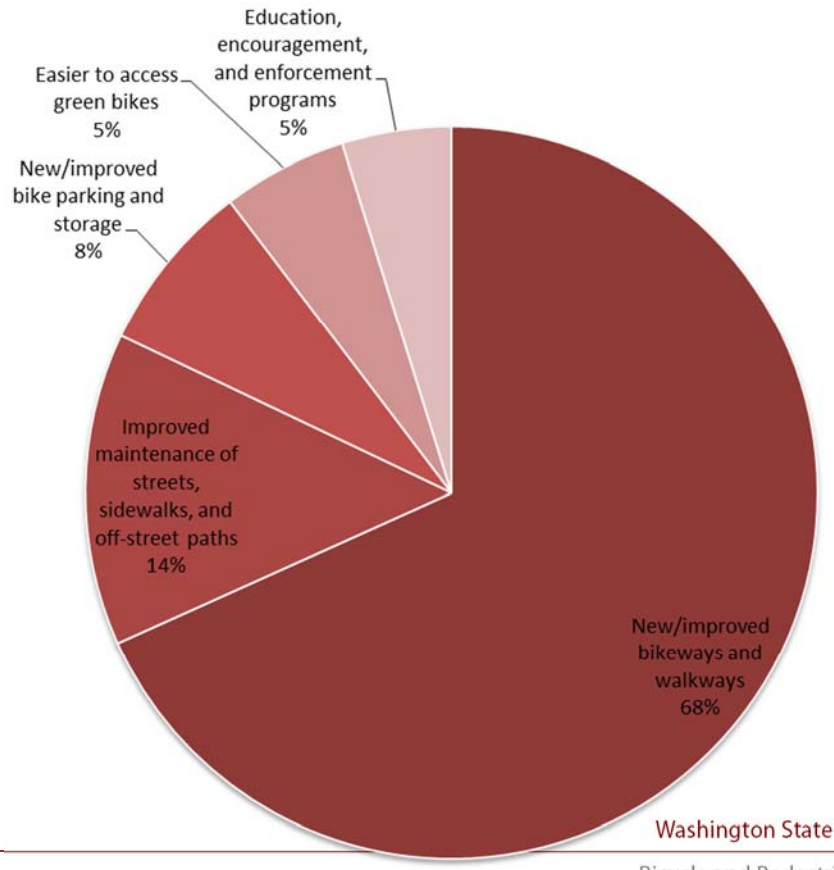
Detailed response categories were grouped into more general response types in order to make the results easier to understand. For example, the detailed categories of "Lack of trails/off-street paths", "Lack of on-street bikeways", "Lack of connectivity in existing networks", "Lack of wayfinding", "Poor lighting", "Crowded sidewalks", "Missing sidewalk ramps", and "Unpleasant sidewalks," were collapsed into a single, digestible category: "Lack of high quality, connected facilities." See pie charts below for the breakdown of these simplified categories.

Participants gave a variety of reasons for not walking or biking more, including lack of high quality facilities, safety/traffic concerns, inadequate bike parking or storage, poor maintenance of existing infrastructure, and lack of convenient access to a bicycle. Others expressed a preference for a different mode of transportation such as the bus or a personal automobile, in some cases noting that the time required and/or trip distance made walking or biking impractical. Not surprisingly, participants also identified factors outside the control of the project team such as winter weather and hilly terrain.

What are the main reasons you do not bike or walk more?



What could WSU do to support you biking and walking more?



General Comments (Q4)

The bulleted list below captures the common themes heard from the general comments (not captured elsewhere) from both community open houses.

- The trees are important to campus, and need to be preserved.
- There is a lack of shower/changing facilities on campus, especially relative to central campus.
- There is a serious deficiency in bike parking, especially high-quality long-term parking.
- It is difficult to access approved disabled parking, especially near Avery Hall.
- As long as driving is so easy and convenient, driving will be the choice.
- The flashing yellow pedestrian crossing lights are the best investment WSU has ever made.
- Driver/Bicyclist/Pedestrian education is really needed.
- More/better pedestrian lighting, especially for improved visibility of non-Caucasian students.

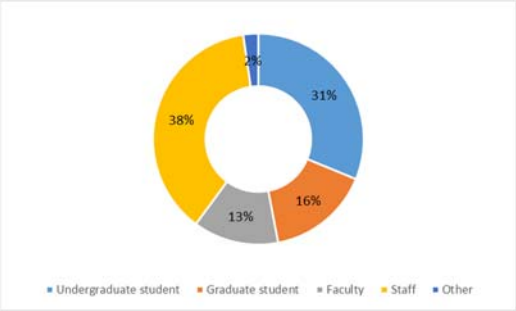
Online Survey Results and Analysis

The second major outreach effort was the online survey, available to anyone accessing the Washington State University Transportation Services (formerly Parking and Transportation) website from March 26th, 2013 – April 23rd, 2013. During that timeframe, 1,359 respondents took part and answered at least a portion of the questions.

Demographics / Travel Patterns

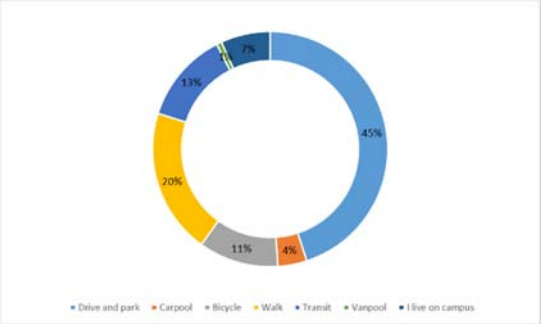
The first section of the survey was interested in demographic and current travel patterns.

What is your affiliation / status at WSU?



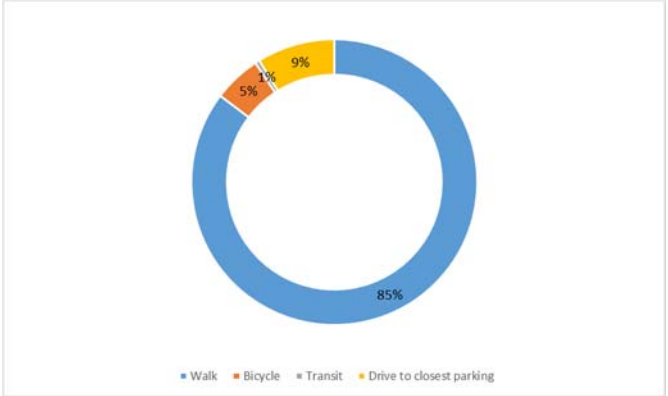
There was an almost equal distribution between students and those employed by Washington State University among respondents. Students (graduate and undergraduate combined) were 47% of the respondents, staff and faculty 51%, and the rest (2%) identified as other.

How do you typically travel to campus?



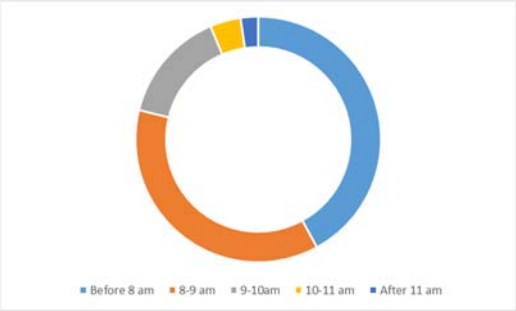
Among all respondents, drive and park (45%) accounted for almost half of the typical mode of travel to campus. 44% of respondents either walked, biked, or used transit, while 7% of respondents lived on campus. Developing facilities and education/encouragement programs aimed at attracting that 45% to biking and walking will be critical to the long-term success of the bicycle and pedestrian plan.

How do you typically get AROUND campus?



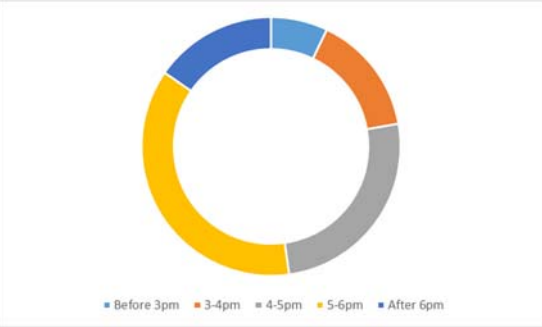
Nearly 9 out of every 10 people said they typically walked to get around campus, indicating that even those who do bike to campus will often lock their bike in one central location and remain as pedestrians throughout the day. Providing high-quality, secure, long-term bike parking is an obvious need on campus.

What time do you typically arrive on campus?



The majority of respondents (79%) said they arrived on campus before 9 am, with 94% of all respondents arriving by 10 am. With full-time employees and students, this travel pattern is not unexpected.

What time do you typically leave campus?

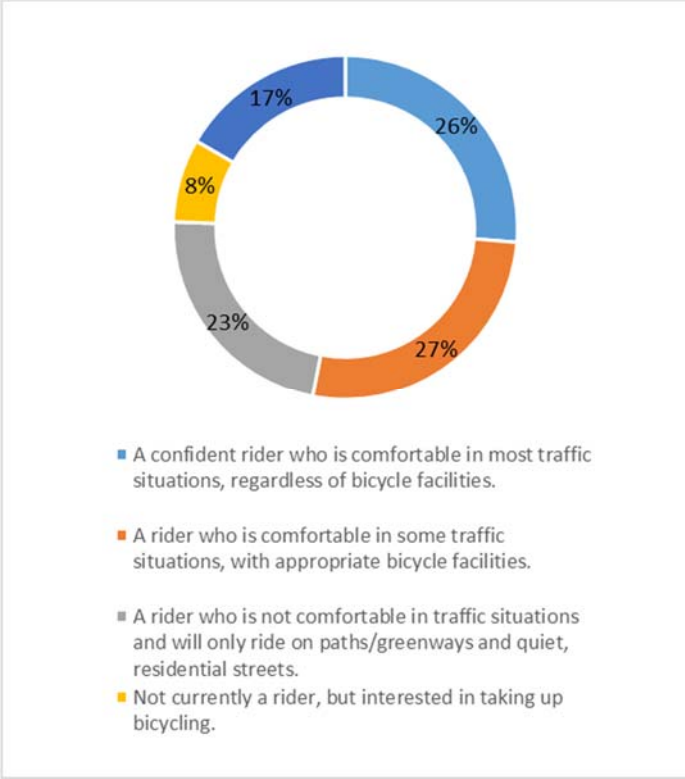


As noted in question 4a, most respondents are following a typical work/school day, with 65% of respondents leaving campus between 4 p.m. and 6 p.m.

Bicycling at WSU

The next section was interested in how people identified their bicycling capabilities, and how frequently they rode.

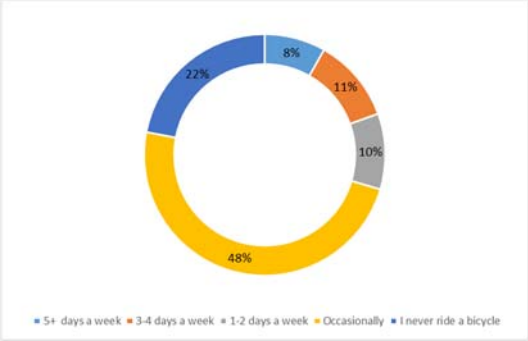
What type of bicyclist are you?



There was an almost equal distribution among respondents (mid-20% for each) on the spectrum of bicyclists from confident in all situations to not comfortable riding in

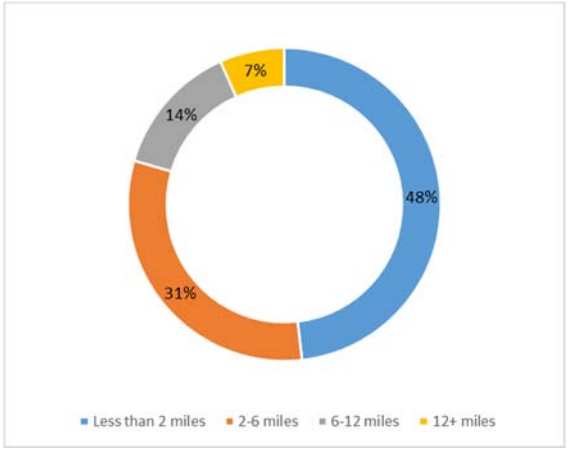
traffic at all. There was also a significant minority (17%) who were not interested in bicycling at all. This indicates the need for facilities aimed at riders of all ages and capabilities.

How often do you ride a bicycle?



Nearly half (48%) of the respondents answered occassionally, indicating they ride their bike less than 4 times per month. Another 22% of respondents answered that they never ride a bicycle. This represents a huge population that might be enticed to ride (or ride more), presented with the right combination of facilities and education/encouragement programs.

What is the average distance (1-way) of your bicycle ride?



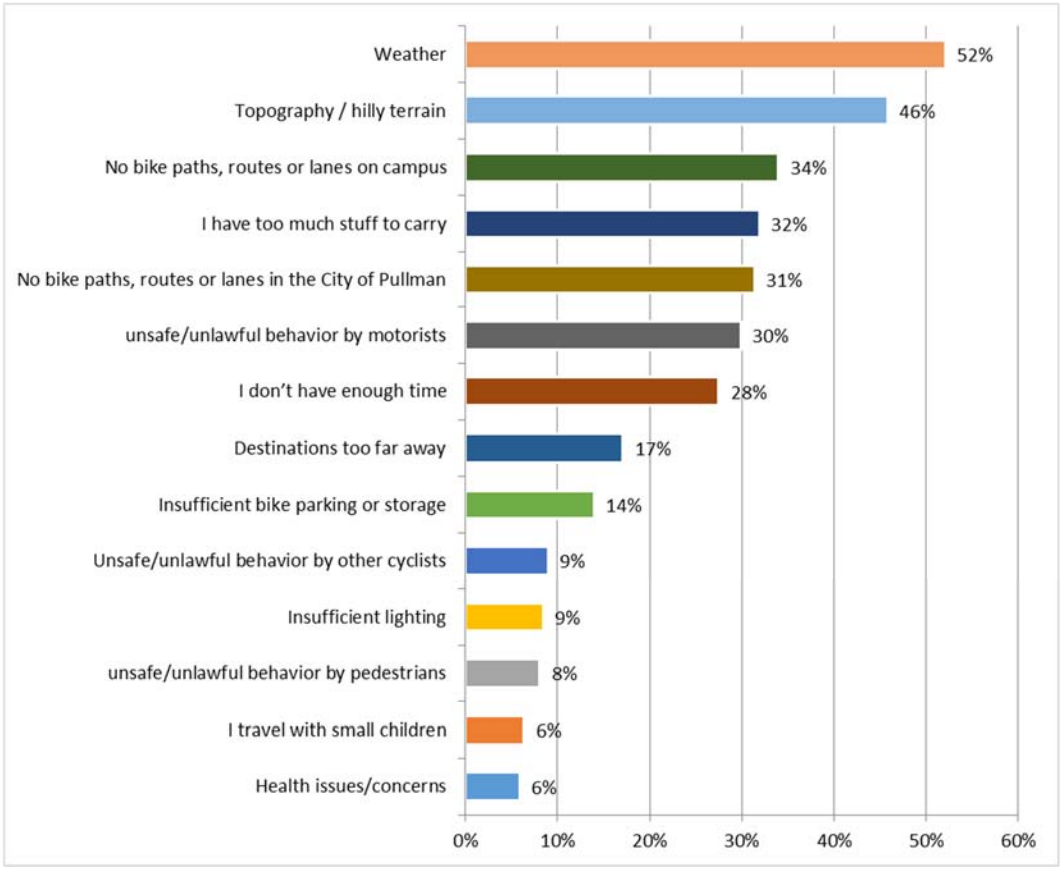
Of those who rode a bike, nearly half of the respondents (48%) said their average one-way trip was less than 2 miles, with 79% of trips being less than 6 miles one way.

Barriers to Biking and Walking

The next section had respondents select as many as applied in identifying why they did not bike or walk more on/to campus, and how specific improvements (programmatic and facilities) might affect their decision to walk or bike.

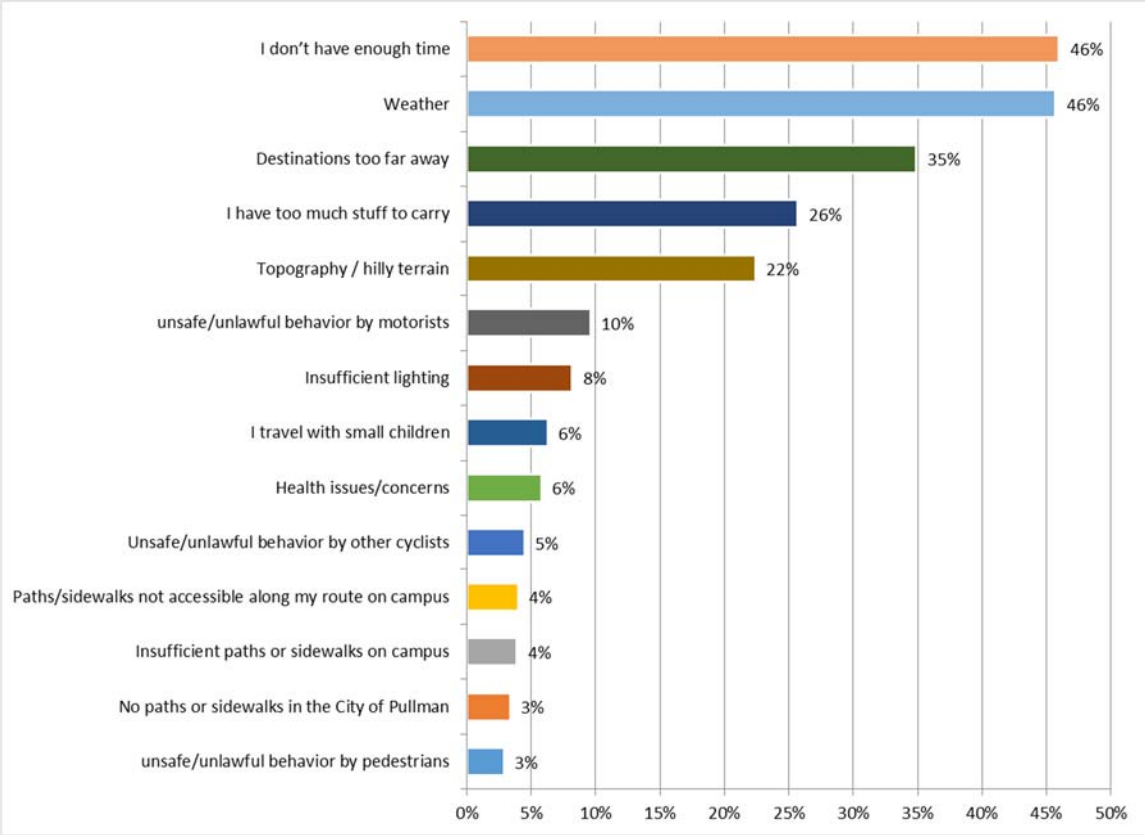
What keeps you from riding more?

Many of the top identified barriers will be addressed through an updated education and encouragement program. The lack of facilities on both campus and within the city (34%/31% respectively) were also identified as a major barrier to biking more.



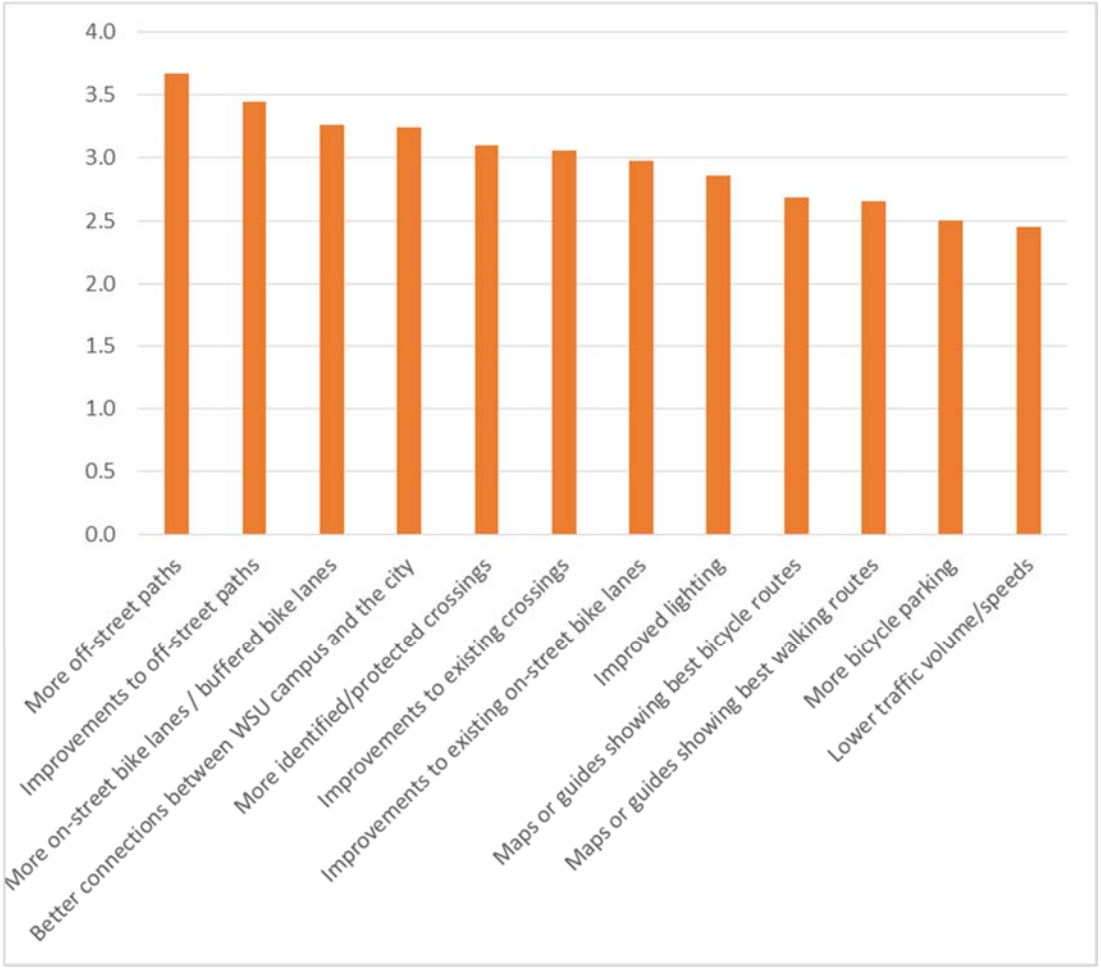
What keeps you from walking more?

Similar to the trend for bicycling, many of the top identified barriers will be addressed through an updated education and encouragement program.



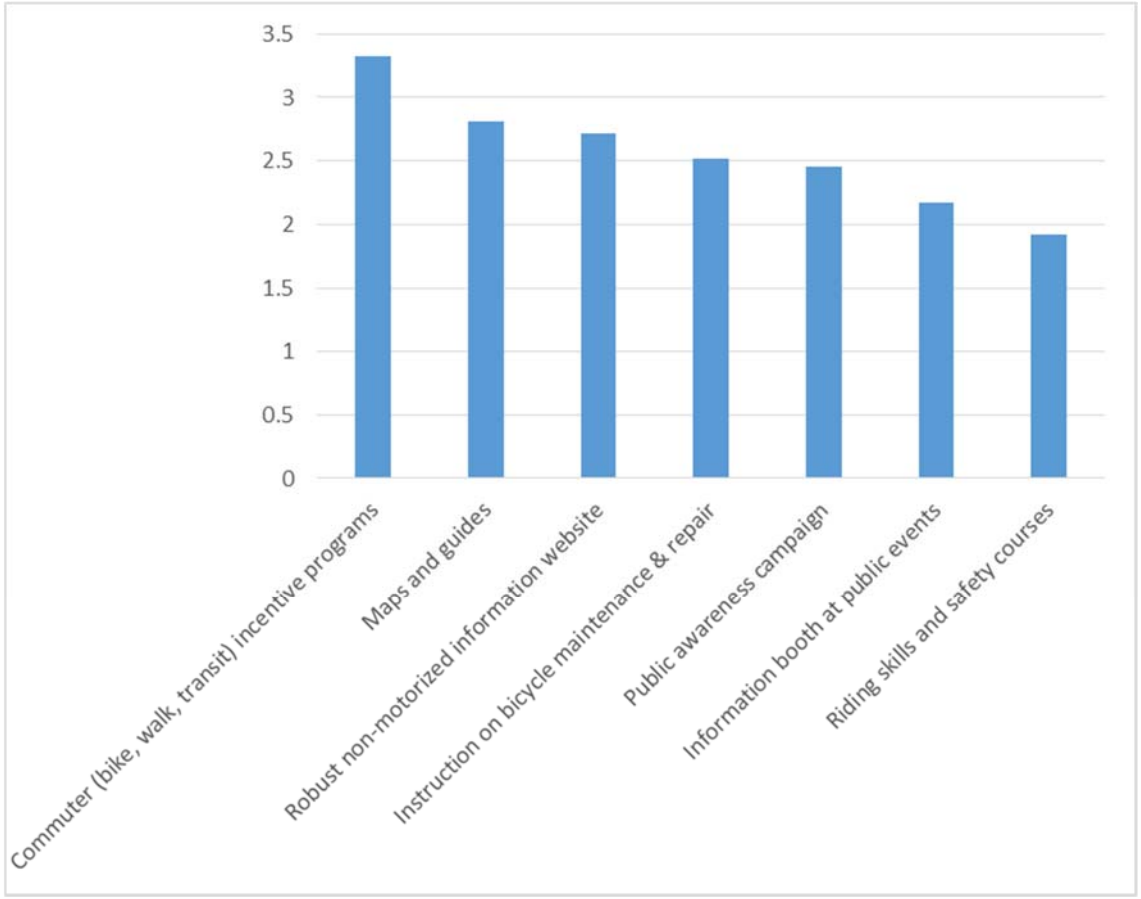
Please rank how the following improvements (on a scale of 0-5) would affect you decision to walk and bike.

Remaining consistent with the earlier trends, more and improved on- and off-street facilities were seen as the greatest need for bicyclists.



Please rate your interest (on a scale of 0-5) in the following programs.

Providing more information in easily accessible formats, and then incentivizing commuters through a commuter program were identified as the most desirable programs.



Appendix A

1. Role on campus / major activities / how are your activities coordinated with WSU? With others?

2. Where based on campus / place of major operations

3. Time of operations (or major times) / Vehicle type(s) used

4. Roadways /routes used daily/weekly

5. Top 3-5 locations where strong (positive or negative) interactions with bikes/peds? Why?

6. Top 3-5 concerns with bikes/peds. Now and the future?