

community car

...on Campus

Developed for Community Car

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General Concepts of Car Sharing

“On the whole, you find wealth much more in use than in ownership”

-Aristotle

For the final project our team worked with the Community Car program, affiliated with the Madison Environmental Group. The main objective of our work was to make a series of recommendations on how Community Car could best extend their services to the University of Wisconsin-Madison campus. In this report we will systematically explain how our collaboration with the heads of the Community Car program resulted in the onset of initial marketing stages targeted toward the UW campus. Based on our research and analysis throughout the semester, we have come up with a series of recommendations on how Community Car can take our preliminary efforts and expand them to create a successful marketing campaign. We hope our recommendations will enable Community Car to expand their membership base, a vital component to the sustainability of their company, by creating demand for their services on the UW campus. Before we begin discussing our initial marketing efforts and resulting recommendations, it is necessary to place our project in a broader context. Therefore, we will begin this paper with a brief overview of the general concepts of car sharing programs. We will then describe how Community Car has become a viable transportation alternative in the Madison area. Finally, we will discuss in detail our efforts to bring Community Car to the UW campus.

A car sharing program works by pooling cars into fleets, and then coordinating the use of the cars by its members. Car sharing networks kicked-off in Europe in the late 1980's. It began as an environmentally sustainable alternative to other modes of transportation, such as driving a personal car, which wastes energy and introduces a huge amount of highly toxic pollutants into our environment. A study commissioned by the Swiss Office for Energy Affairs showed that former car owners reduced their energy consumption for transport by 50 percent when they joined a car sharing organization (carsharing.org). Car sharing also provides a host of additional benefits. For example, car sharing removes vehicles from the transportation network so less space is needed for parking on streets and driveways. This should reduce unnecessary construction and wildlife destruction by reducing the need for parking structures. Car sharing also allows members to keep track of the actual cost of their transportation usage and to reduce those costs. Furthermore, shared cars make it possible for people to travel to destinations not on the bus line.

Car sharing programs have increased dramatically in the United States over the past few years and have taken on several forms. Car sharing can occur informally within small groups who want to pool resources, or can take place on a more macro scale. For example, Zipcar and Flexcar are the largest for-profit organizations in the United States and provide huge fleets of cars at reasonable hourly rental rates. Non-profit car sharing programs, some partially funded by tax-dollars, also provide alternative means of transport in many cities. Some cities, including Chicago and the East Bay cities in California, have given financial support to car clubs. In other cities like San Francisco, federal grants of up to \$750,000 have provided off-street parking bays for

free. In Portland, Oregon a system of tax credits from the Energy Savings Bill encourages managers of parking lots to add spaces for the car club (Carclub.org). And of course, we cannot forget programs like the Community Car, which has placed Madison on the car sharing map.

Community Car in Madison

Community Car, a new car sharing service based in Madison, strives “to improve the environment and provide an affordable community-based transportation option” (communitycar.com). Sonya Newenhouse, President of the Madison Environmental Group, is the founder of Community Car. The Madison Environmental Group is a consultation company that provides planning, research, and communication services for businesses, government agencies, and nonprofit organizations. Newenhouse, inspired by the successful car sharing organization in Portland, Oregon, hoped to bring car sharing to Madison. To achieve this, she hired Rebecca Grossberg to conduct a feasibility study to assess Madison as a potential location for a car sharing organization. The feasibility study was completed in September 2002, and the results indicated that there would be significant market demand for car sharing. Jay Ferm was hired as President of Community Car, and in October 2003 Community Car was launched.

Community Car provides transportation services for people who do not need a car, or a second car, on a daily basis. According to the Community Car mission, it is intended to be a link between other transportation modes, and it is ideal for short car trips. Community Car markets itself as convenient, affordable, and more environmentally friendly than privately owning a car. Community Car is a car sharing organization based in Madison, Wisconsin that strives to “to improve the environment and provide an affordable community-based transportation option” (communitycar.com). Community Car offers memberships to individuals, companies, and other organizations. Members pay an application fee to join, which then gives them access to locally stationed high gas-mileage hybrid vehicles that can be reserved for short periods of time, usually 2 to 4 hours. Members can make reservations either online or by telephone, and subsequently pay only for the hours and miles they actually drive. By charging for time and miles driven, Community Car creates incentives for members to decrease their car usage, which in turn is environmentally friendly because it will reduce fuel pollution.

To create awareness of this new service, Community Car held informational meetings and distributed flyers throughout the Madison area. Press releases were sent out to local media to help increase product knowledge among potential customers. These promotional activities were complemented by the launch of the web site, www.communitycar.com, which includes information on how car sharing works, car locations, rates, and membership. Currently, Community Car has thirty members and three car locations. These cars are located at Willy Street and Baldwin, two blocks east of the Capitol at East Washington and Butler, and at the Monroe Street Library. The locations were selected because of the high density of educated, moderate income residents in these areas. Community Car has determined that the optimal car usage

rate is twenty members per car, and the fleet of vehicles will increase as membership increases. In one year, Community Car will have twelve cars, and in seven years the fleet will consist of seventy cars.

Community Car is currently seeking to expand their customer base by providing membership opportunities to the University of Wisconsin-Madison campus. Before offering membership to the University community, Community Car will first build market intelligence for this particular segment by analyzing transportation behavior patterns. Community Car has asked us to develop a consistent concept on how to achieve this goal best.

Recommendation for Survey Research

Because of Community Car's budget restrictions, we paid special attention to building a concept around marketing communication methods that are inexpensive, but nonetheless effective. Working closely with Rebecca Grossberg and Amanda White, the Member and Communications Coordinator, we have developed a three-step plan to work toward developing a successful introduction of Community Car to the UW-Madison campus.

First, we suggested adapting the existing methodology of the feasibility study to this particular market. Consequently, we conducted a survey to gauge initial interest in the car sharing idea and examine transportation habits of potential target customer groups. Second, we recommend conducting a focus group to gain personal insight as to how individuals feel about Community Car. The focus group would also identify the specific needs that should be taken into account when refining the product. Finally, we provided recommendations on how to implement a marketing communications program in order to remind initial survey participants about the program, and to introduce possible members to the concept.

To begin the marketing process, we specifically focused on assessing the possibility of acceptance of the Community Car program on campus. To make the survey as effective as possible, we recommended that the campus area be narrowed down into segments that have the greatest possibility of participating in the program. This selection process would later allow better placement of the cars based on the location of the departments chosen. With the help of the UW-Madison Transportation Department, we narrowed the number of possible targets down to five departments, the ones which seem to be the most environmentally aware, and to Eagle Heights, which was chosen because of its high concentration of graduate students. The survey should be carefully constructed to ensure that it is short, yet concise, and is able to determine the most important aspects of driving behavior. After the survey was developed, the chosen departments were contacted and permission was obtained to send the survey out to the members of the group (see Appendices 1 and 2 for telephone contact information).

To enhance the following evaluation of the survey results and put emphasis on the attributes mentioned above, we found a website provider rather than distributing a paper survey. Additionally we created a detailed phone script, which we used when

calling the heads of the departments. Of the six departments contacted, four of them expressed interest in participating in our survey – the Pharmacy Department, the Urban and Regional Planning Department, the Institute for Environmental Studies, and Veterinary Medicine Department. After properly configuring our survey and making it accessible online, we sent the survey link along with a brief introduction to the Community Car program to the contacts we called earlier.

The timeframe for completion was set at two weeks, however many department heads were not able to forward the survey to their staff within this time period. While the data collection process is not fully complete as there have not been enough respondents to accurately gauge interest, preliminary results are positive and posted in Appendix 4. The survey given to the target market is also attached in Appendix 3.

Our Survey

The challenge of promoting Community Car exists in marketing a product without a developed market, while competing with a well established transportation system. Based on this conclusion, it was necessary to conduct a survey which integrated traditional market research techniques with more modern and probing techniques. Following these guidelines, we developed a questionnaire to serve the three-pronged objective of determining market potential for Community Car, providing indicators on how to position, and finding connection points for future marketing activities.

We recommended starting with a broad focus and then gradually guiding the interviewees through their daily transportation routines. Thus, we set up four logically connected categories with specific questions which we will highlight/present in the following:

- (1) Market/product check: The interviewees are asked to give an honest judgement based on a quick introduction of the product idea. In order to gather potential selling arguments, the subsequent question asks the interviewees to give reasons why they would want to join Community Car. We intentionally left the option of writing down an individual reason to avoid bias resulting from a predetermined set of answers.
- (2) Demographics/descriptive variables: This set of questions may provide useful variables to describe or identify common features for behavioral segments which will be tracked in the next section.
- (3) Transportation behavior: This part directly targets the daily processes of transportation. Due to the temporary restrictions of the product (round trips only, one fixed parking location, duration of rent, lead time), we paid close attention when developing questions concerning current parking situations and different modes of transportation used in regard to distance variations in different situations.
- (4) Satisfaction query: Linked to part three, we asked the interviewees to tell us about their states of satisfaction and to describe the reasons. We recommend that Community Car position the product according to the dimensions that potential

customers articulate that they are frustrated with today and where the dissatisfaction is of high relevance for the decision-making process.

Marketing Recommendations:

Following the completion of the surveys, focus groups should be held to obtain more possible-user feedback and address concerns that seem common among these groups. By conducting focus groups, Community Car will be able to gain a candid perspective on what possible members would use the car for, on where they think the cars would be best located, and on their thoughts about car sharing in general. The focus groups will be very beneficial to the introduction of the program, as they are able to capture opinions in ways that surveys are not able. Focus group participants are able to better voice their thoughts and more personal concerns and opinions, which allows the moderator to collect more detailed information. Secondly, even though focus groups were conducted for the initial Community Car introduction, the types of questions asked should be somewhat different because of the nature of the market. The nature of this market may be different because professors, faculty, and staff are on campus only during the day, while current customers may use the cars more for weekends and evenings, not only for daytime use.

After focus groups have been conducted, the actual integrated marketing communications plan will begin. This marketing plan includes three inexpensive steps to allow Community Car to stay within their limited budget.

First, traditional marketing such as fliers taped to light posts and round sign posts will be put all around campus, targeting areas such as the UW-Hospital and Eagle Heights, which were the main focus of our survey research. Fliers should also be placed in highly visible indoor sites, such as bulletin boards and cafeterias. The sidewalks will also be chalked with the Community Car name and web site. These fliers and chalkings will create awareness of the program, and hopefully encourage individuals to pay closer attention when the actual introductory advertisements come out.

Advertisements should also be placed in the Daily Cardinal and the Badger Herald to attract student attention. Next, brochures should be distributed to the market. The brochures should contain personal testimonies from satisfied current members. They should also provide the rate information, and show where the cars will be located when they are placed on campus. The brochures should be put in department mailboxes and should also be placed in Eagle Heights' mailboxes. The only cost of this activity would be the production cost of the brochures, as they can be distributed by hand.

Finally, a guerrilla marketing campaign will be held. Because of Community Car's location on Capitol Square, they can promote the Community Car during the Farmer's Market in the spring. Current members and the staff can stand by one of the cars passing out brochures and business cards, and answering questions from possible new members. This will not only generate word of mouth, but will also attract free public relation advertisements in the form of media coverage. Another promotional

activity should be for Community Car sponsors to stand in Library Mall, providing students with information, and signing them up for a raffle to win a free year's membership.

APPENDIX 1: PHONE LIST FOR DEPARTMENT CHAIR CONTACTS

- 1. UW Hospital:** Beth Foltz, Public Affairs at 263-5967
- 2. Pharmacy Department:** Jonnie Mitchell, Department Secretary at 262-0353
- 3. Veterinary Medicine:** Dr. Manley, Chief of Staff at 263-7600
- 4. Urban and Regional Planning Department:** Jim LaGro, Department Chair at 263-6507
- 5. Institute of Environmental Studies:** Tom Sinclair, Public Info Officer at 263-5599
- 6. Eagle Heights:** UW-Apartments Office at 262-3407

APPENDIX 2: PHONE SCRIPT FOR CONTACTING DEPARTMENTS

Hi. My name is XX. I'm a UW-Madison student currently taking an environmental sustainability class affiliated with the business school. The course is taught by Tom Eggert, a representative of the DNR.

As part of our final project, small groups of students are working with local area businesses and organizations on researching and improving environmental sustainability efforts in our community.

My group is working with Community Car, a new member-based carsharing service that provides cars by the hour for individuals and organizations around the Madison area. The director of UW Transportation Services is very supportive of bringing Community Car to the UW campus, as a means to reduce parking demand and encourage people to commute by alternative transportation. For our class project, we are investigating interest in Community Car among faculty, staff and students in targeted departments including XX (your department).

In order to learn how Community Car can best benefit members of your department, we have developed a very short survey about transportation behavior and needs. Would you be willing to send an email to the faculty, staff and graduate students within your department asking them to respond to a 5-minute on-line survey?

Answers to potential questions:

(Direct them to the website www.communitycar.com if they want to learn more about Community Car.)

How will the results be used?

The results will be used to help develop a plan for promoting Community Car to the UW-Madison community and for understanding how Community Car would be best utilized by individuals in your department. Results will be reported on an aggregate basis, as overall percentages and descriptive statistics. All names and email addresses will be kept confidential.

Is Community Car a nonprofit organization?

No, Community Car is a member-based business.

Why is Community Car a business instead of a nonprofit?

Carsharing groups that have expanded to other cities and communities have been businesses rather than non-profits. Community Car envisions bringing the benefits of carsharing to many other Midwest cities and can best do so by operating as a business.

How does Community Car work?

Members make an online reservation. When it is time for their trip, the member walks or bikes to the Community Car, which is located in a reserved parking spot. The member punches in a code to access the car keys, and then gets in and goes. The member is billed monthly for usage.

How much does it cost?

\$4.50 per hour

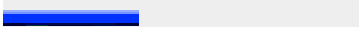


\$.40 per mile

\$15 monthly membership fee









\$50 application fee (includes first month membership fee)

APPENDIX 3: SURVEY AND INITIAL COLLECTED DATA




1. How appealing do you find the idea of Community Car?

Very appealing		68.8%	22
Somewhat appealing		25.0%	8
Not very appealing		6.3%	2
Not at all appealing		0%	0
No opinion		0%	0
<i>Total respondents : 32</i>			

2. What factor would most influence your decision to join Community Car?

to live without owning a car		25.8%	8
to live without owning a second car		19.4%	6
to save money on car expenses		6.5%	2
to make my life easier		16.1%	5
to access a new, reliable car		6.5%	2
to try something new		0%	0
to drive less to improve the environment and reduce greenhouse gas emissions		16.1%	5
to drive less to decrease U.S. dependence on foreign sources of oil		3.2%	1
to be a part of a community		0%	0
Other:		6.5%	2
<i>Total respondents : 31</i>			



3. Are you interested in finding out more about Community Car?

very interested		59.4%	19
somewhat interested		31.3%	10
not very interested		9.4%	3
not at all interested		0%	0
<i>Total respondents : 32</i>			

4. If you would like more information, please submit your name and email address.

[Click here for list](#)

5. What is your gender?

Male		31.3%	10
Female		68.8%	22
<i>Total respondents : 32</i>			

6. What is your age?

<21		9.4%	3
21-25		46.9%	15
26-30		18.8%	6
31-35		0%	0
36-40		6.3%	2
41-45		3.1%	1
46-50		12.5%	4
51-55		0%	0
56-60		3.1%	1
61-65		0%	0
66+		0%	0
<i>Total respondents : 32</i>			

7. What is your mailing address?

[Click here for list](#)

8. How many cars do you own or jointly own?

0		34.4%	11
1		43.8%	14
2		21.9%	7
3 or more		0%	0
<i>Total respondents : 32</i>			

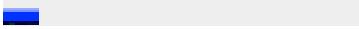
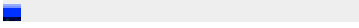
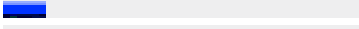
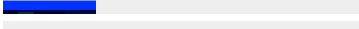

9. How do you hear about news and events happening on campus?

The Badger Herald		6.3%	2
The Daily Cardinal		15.6%	5
The department email list serve		43.8%	14
Fliers posted around the building		6.3%	2
From other people in my department		6.3%	2
The department newsletter		0%	0
Staff and department meetings		0%	0
Other:		21.9%	7
<i>Total respondents : 32</i>			

10. Which of the following UW-Madison departments are you affiliated with?

Department of Urban and Regional Planning		3.1%	1
Gaylord Nelson Institute for Environmental Studies		93.8%	30
Veterinary Medicine School		0%	0
Pharmacy School		0%	0
UW Hospital		0%	0
Other:		3.1%	1
<i>Total respondents : 32</i>			

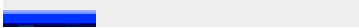
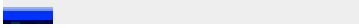
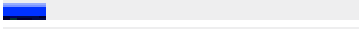
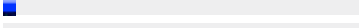
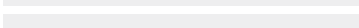
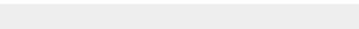
11. What is your position within this department?

Faculty		18.8%	6
Staff		9.4%	3
Graduate student		21.9%	7
Undergraduate student		46.9%	15
Other:		3.1%	1
<i>Total respondents : 32</i>			

12. What campus building do you work in?

[Click here for list](#)

13. Approximately how many miles do you live from campus?

<1 mile		46.9%	15
1-2 miles		25.0%	8
2-5 miles		21.9%	7
5-10 miles		6.3%	2
10-20 miles		0%	0
>20 miles		0%	0
<i>Total respondents : 32</i>			

14. How often do you use each of the following forms of transportation to commute to campus?

Drive alone

Always		3.6%	1
Most of the time		10.7%	3
Sometimes		10.7%	3
Occasionally		25.0%	7
Never		50.0%	14
<i>Total respondents : 28</i>			

Carpool

Always		0%	0
Most of the time		4.0%	1
Sometimes		12.0%	3
Occasionally		20.0%	5
Never		64.0%	16
<i>Total respondents : 25</i>			

Bus

Always		3.6%	1
Most of the time		25.0%	7
Sometimes		25.0%	7
Occasionally		25.0%	7
Never		21.4%	6
<i>Total respondents : 28</i>			

Bike

Always		6.5%	2
Most of the time		22.6%	7
Sometimes		25.8%	8
Occasionally		29.0%	9
Never		16.1%	5
<i>Total respondents : 31</i>			

Cab

Always		0%	0
Most of the time		0%	0
Sometimes		0%	0
Occasionally		8.3%	2
Never		91.7%	22
<i>Total respondents : 24</i>			





Walk

Always		14.3%	4
Most of the time		28.6%	8
Sometimes		35.7%	10
Occasionally		7.1%	2
Never		14.3%	4





15. If you drive to campus, approximately how many minutes does it take to walk from your parking spot to your building?

[Click here for list](#)








16. How satisfied are you with the location of your parking lot with regard to your building?

Very satisfied		34.8%	8
Somewhat satisfied		4.3%	1
Not satisfied at all		8.7%	2
I do not drive to campus		52.2%	12
<i>Total respondents : 23</i>			

17. Approximately how much do you spend on parking per month?

\$0-25		74.1%	20
\$26-50		7.4%	2
\$51-75		14.8%	4
\$76-100		3.7%	1
\$101-125		0%	0
\$126-150		0%	0
\$151-175		0%	0
\$176 or more		0%	0
<i>Total respondents : 27</i>			

18. In an average week, about how many times do you leave the building (where you work) for a period of 1-4 hours?

1 time		26.9%	7
2-3 times		26.9%	7
4-5 times		23.1%	6
6-7 times		11.5%	3
8-9 times		3.8%	1
10-11 times		3.8%	1
12-13 times		0%	0
14 or more time		3.8%	1
<i>Total respondents : 26</i>			

19. How frequently do you use each of the following modes of transportation for 1-4 hour trips away from your building?

Drive alone

Almost always		7.1%	2
Regularly		17.9%	5
Sometimes		3.6%	1
Occasionaly		28.6%	8
Never		42.9%	12

Total respondents : 28

Carpool

Almost always		3.6%	1
Regularly		14.3%	4
Sometimes		3.6%	1
Occasionaly		25.0%	7
Never		53.6%	15

Total respondents : 28

Bus

Almost always		0%	0
Regularly		14.8%	4
Sometimes		29.6%	8
Occasionaly		25.9%	7
Never		29.6%	8

Total respondents : 27

Bike

Almost always		17.9%	5
Regularly		14.3%	4
Sometimes		25.0%	7
Occasionaly		14.3%	4
Never		28.6%	8

Total respondents : 28

Cab

Almost always		0%	0
Regularly		0%	0
Sometimes		0%	0
Occasionaly		15.4%	4
Never		84.6%	22

Total respondents : 26

Walk

Almost always		17.9%	5
Regularly		46.4%	13
Sometimes		17.9%	5
Occasionaly		3.6%	1
Never		14.3%	4

20. How satisfied are you with the following modes of transportation for making 1-4 hour trips away from your building?

Drive alone

Very satisfied		28.6%	8
Somewhat satisfied		17.9%	5
Not satisfied at all		10.7%	3
Do not use this mode		42.9%	12
<i>Total respondents : 28</i>			

Carpool

Very satisfied		17.2%	5
Somewhat satisfied		17.2%	5
Not satisfied at all		10.3%	3
Do not use this mode		55.2%	16
<i>Total respondents : 29</i>			

Bus

Very satisfied		11.1%	3
Somewhat satisfied		44.4%	12
Not satisfied at all		14.8%	4
Do not use this mode		29.6%	8
<i>Total respondents : 27</i>			

Bike

Very satisfied		20.7%	6
Somewhat satisfied		44.8%	13
Not satisfied at all		0%	0
Do not use this mode		34.5%	10
<i>Total respondents : 29</i>			

Cab

Very satisfied		0%	0
Somewhat satisfied		3.7%	1
Not satisfied at all		11.1%	3
Do not use this mode		85.2%	23
<i>Total respondents : 27</i>			

Walk

Very satisfied		39.3%	11
Somewhat satisfied		39.3%	11
Not satisfied at all		7.1%	2
Do not use this mode		14.3%	4
<i>Total respondents : 28</i>			

21. If you are "somewhat satisfied" or "not satisfied at all," what aspects are you dissatisfied with?
[Click here for list](#)

Thank you for taking the Community Car survey. Your answers today will help bring Community Car to the UW campus.

APPENDIX 4: SURVEY RESULTS

QUESTION 4 RESULTS

Respondent	Answer
web respondent	amanda white
web respondent	Angela Davis angeladavis@wisc.edu
web respondent	Maggie Shapiro Haskett mbshapiro@wisc.edu
web respondent	spenn@wisc.edu Steve Penn
web respondent	trisha trwagner@wisc.edu
web respondent	Sara sjdull@wisc.edu
web respondent	daniel rodriguez danieljosefo@hotmail.com
web respondent	Rebecca Thorman rlthorman@wisc.edu
web respondent	Lindsay Perlen, ldperlen@wisc.edu
web respondent	Molly Carlson mkcarlson@wisc.edu
web respondent	mpweidner@wisc.edu
web respondent	Already on the list.
web respondent	Lisa Streit, lstreit@hotmail.com
web respondent	blstandorf@wisc.edu
web respondent	Bob Goodman rgoodman@wisc.edu
web respondent	Janet Silbernagel, jmsilber@wisc.edu
web respondent	Richard Lindroth Lindroth@entomology.wisc.edu
web respondent	Aquene Freechild, aofreechild@wisc.edu

QUESTION 7 RESULTS

Respondent

web respondent
web respondent
web respondent
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web respondent
web respondent
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web respondent
web respondent
web respondent
web respondent
web respondent

Answer

a;slkdjfa;lksdj
2654 Cambrian Circle Madison, WI 53711
306 Eagle Heights Apt. E, Madison, WI 53705
3210 Bluff St #3 53705
1111 1/2 E. Mifflin Street Madison 53703
1500 engineering drive, Madison, WI 53703
633 Frances, Madison, WI 53703
22 N. Bassett, Madison, WI 53703
419 N. Pinckney St. #101
1340 Rutledge. St.
743 Williamson
433 Mifflin, Madison, WI 53703
939 University Bay Drive
3521 Strawberry Loop
1015 Edgehill Dr., Madison, WI 53705
244 W. Lakelawn Pl. Madison, WI 53703

QUESTION 12 RESULTS

web respondent
web respondent
web respondent
web respondent
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web respondent
web respondent

asdfasdf
Science Hall
various
Mechanical Engineering
Van Hise
Moore Hall (Agronomy)
ERB
UW-Foundation
Enzyme Institute
Science Hall/Noland Hall
Russel Labs, Science Hall
Science Hall and Birge
Agriculture Hall
UHS
music hall
WARF
Russell Labs
Agriculture Hall
Russell Labs
Memorial Union

QUESTION 15 RESULTS

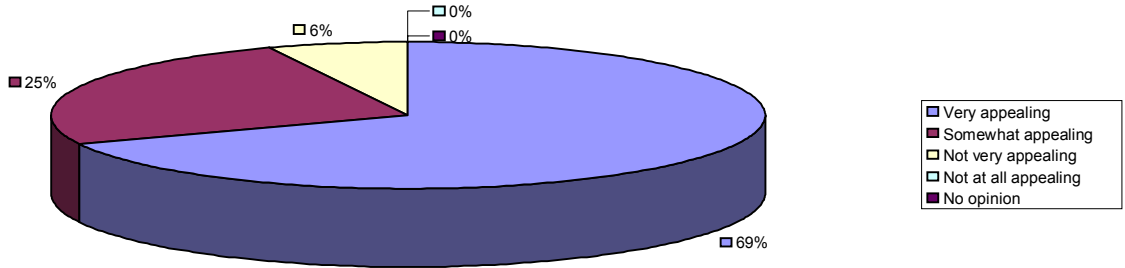
web respondent	asdfasdf
web respondent	5-10 minutes
web respondent	n/a
web respondent	two minutes
web respondent	n/a
web respondent	< 1 minute
web respondent	5
web respondent	<1 minute
web respondent	I rarely drive, but when i do it takes 2 minutes or less from a parking metered lot
web respondent	1
web respondent	10

QUESTION 21 RESULTS

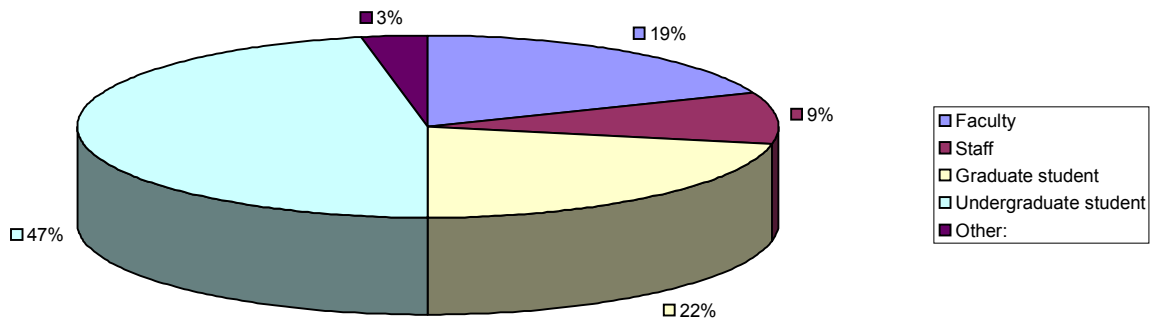
web respondent	asdfsdfasdfa
web respondent	Buses don't always go where I need them to, or run when I need them, and biking is limited by time, weather, and my willingness to get really sweaty in the middle of the day!
web respondent	You have to plan around someone else's schedule to use buses, and sometimes class and work schedules do not coincide tightly with bus schedules. Walking is a matter of time. It takes me 45 minutes to walk home!
web respondent	winter biking can be tough, bus route ends about a mile from my bldgs. so it can be inconvenient.
web respondent	Bike and walking are inconvenient when it's cold. Not really good options for shopping and grocery shopping. Cabs are too expensive here.
web respondent	cold weather on the walks
web respondent	Waiting for buses can be time consuming.
web respondent	lack of dependability, expensive to ride the bus sometimes (van galder)
web respondent	The time of bus stops does not always coincide with my needs. I like biking, but it can be difficult during high traffic times on campus. Walking is my favorite mode of transportation, but it can be a pain trying to cross all the streets.
web respondent	traffic
web respondent	the amount of time needed
web respondent	scheduling and the time it takes.
web respondent	time involved, price, emissions.
web respondent	construction makes it impossible to get around
web respondent	time involved in making the arrangements, getting to & from parking, the limited bus schedule mid-day.

CHARTS OF INITIAL DATA RESULTS

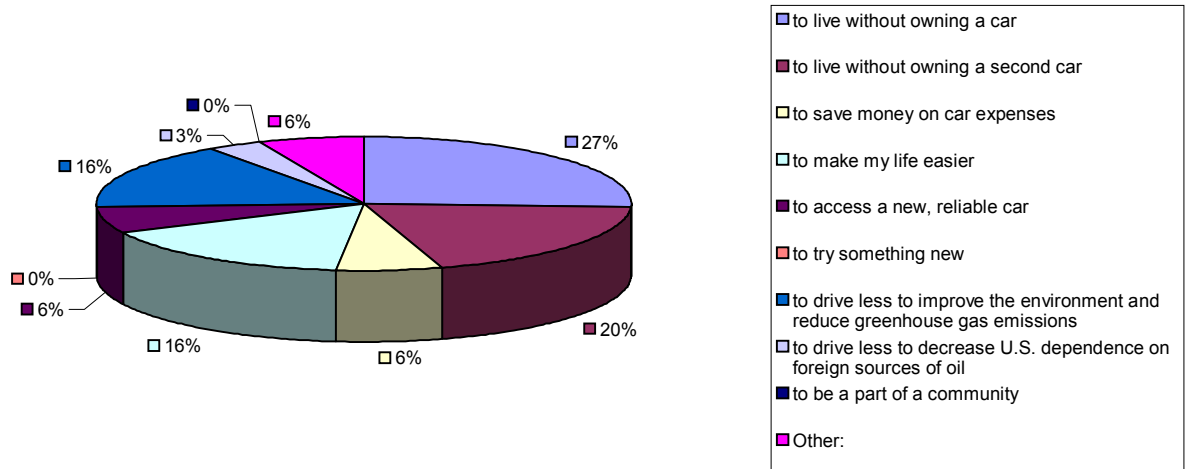
How Appealing Do You Find Community Car?



Position within Department



Factors Influencing Decision to Join Community Car



Source of Campus News and Event Information

