

2014 IU Southeast Bridge Toll Survey



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL EFFECTIVENESS

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SURVEY BACKGROUND AND PURPOSE

A combination of highway funds and toll revenue will pay for the construction of a new bridge opening in 2017 to connect the east end of Louisville with Southern Indiana. To gauge the impact such tolling will have on our students, faculty and staff, the Office of Institutional Effectiveness (OIE) created a survey to measure the impact and solicit strategies to help support our campus constituents during the tolling period.

On September 8, OIE sent the bridge tolls survey to all faculty and staff and to students who were registered for classes at the time of the Fall 2014 census. Those without a valid email address were removed, for a total of 7,459 respondents. Thirty-six (0.5%) student email addresses bounced and 16 opted out (0.2%) for a final sample size of 7,407 respondents. Reminders to those who did not yet respond to the survey were sent on September 12 (N=6,674) and September 17 (N=6,456), and the survey closed on September 21.

A total of 1,115 respondents comprise the final data set, resulting in an overall response rate of 15.1%. Opt outs and response rates by classification are below:

Table A: Opt Outs by Classification

	<u>N</u>
Student	13
Staff-Student	2
Faculty	1
Total	16

Table B: Response Rate by Classification

	<u>Invited</u>	<u>Responded</u>	<u>Response Rate</u>
Faculty-Staff	4	2	50.0%
Staff	288	142	49.3%
Faculty	546	233	42.7%
Staff-Student	254	55	21.7%
Student	6315	683	10.8%
Total	7407	1115	15.1%

Because of the unique survey ID and unique email link, no duplicate responses were recorded. Individual question response rate varies, as all survey questions were voluntary and some respondents chose not to answer certain questions. We have chosen to include partial responses in the data report. Based on classification (student, faculty, staff, or a combination of two), respondents were shown different questions (i.e., students were asked about bridge impact on enrollment, staff and faculty were asked about impact on employment).

This report will be sent to the IU Southeast Administrative Lead Team and School Deans. This and any ad hoc reports will be posted on the OIE website to support the institution's mission of transparency and to encourage respondents to take future assessments. OIE will ask Administrative Affairs to send the link to the report to all faculty and staff. Any questions should be sent to Ron Severtis in OIE at rseverti@ius.edu.

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SURVEY RESPONDENTS

When accounting for dual-classification, students comprise nearly two-thirds of respondents with faculty and staff accounting for one-third of the sample.

Table 1: Respondents by Classification

	N	%
Student	683	61.3%
Faculty	233	20.9%
Staff	142	12.7%
Staff-Student	55	4.9%
Faculty-Student	2	0.2%
Total	1115	100.0%

BRIDGE USE

Results indicate that 58.5% of respondents use area bridges to get to and from IU Southeast. The Kennedy Bridge (I-65) is used by 38.9% of respondents, and a combined number of somewhere between 43.1% and 51.3% use other bridges. This implies that a number between 7.2% and 15.4% use the Kennedy Bridge exclusively.

Table 2: 'Which bridge(s) do you currently use to travel to and from IU Southeast?'

	N	%
Sherman Minton Bridge (I-64)	481	43.1%
None	463	41.5%
Kennedy Bridge (I-65)	434	38.9%
Clark Memorial Bridge (2nd Street)	90	8.1%
Mauckport Bridge (Harrison County)	1	0.1%

Respondents could select more than one option

STAFF IMPACT

Nearly 7 out of 10 responding staff and staff-students believe the bridge tolls will have no impact on their employment. One-quarter of respondents believe the bridge tolls will result in increased drive time to and from IU Southeast, and slightly less than one-fifth believe they will incur added costs.

Table 3: Staff: 'What will the impact of bridge tolls be on your employment at IU Southeast?'

	<u>N</u>	<u>%</u>
No impact/no response	135	68.5%
Added drive time	51	25.9%
Added cost	36	18.3%
Choose alternate route	9	4.6%
Possible job change	3	1.5%
Minimal impact	2	1.0%
Consider dropping out	1	0.5%
Faster commute	1	0.5%
Negative effect on Ogle Center	1	0.5%
Relocate	1	0.5%
TARC	1	0.5%

Respondents could select more than one option

Over 3 times as many staff respondents who thought they would incur higher costs (above) are recommending subsidized toll fees in Table 4, and almost half of staff respondents are recommending more flexible work schedules.

Table 4: Staff: 'What following strategies would you be most interested in IU Southeast employing once bridge tolls are enacted?'

	<u>N</u>	<u>%</u>
Subsidizing toll costs	119	60.4%
Permitting flexible work schedules	95	48.2%
Contacting TARC to increase public transportation routes	55	27.9%
Coordinating voluntary campus car pool systems	33	16.8%
Telecommute/work from home	2	1.0%
Augmenting schedules	1	0.5%
Better traffic reports/info	1	0.5%
Campus bus for employees	1	0.5%
Developing carpool board	1	0.5%
Four-day work week	1	0.5%
Free parking	1	0.5%
Increasing revenue	1	0.5%
Increasing salaries	1	0.5%
Reducing housing costs	1	0.5%

Respondents could select more than one option

STUDENT IMPACT

Slightly more than half of responding students believe bridge tolls will have no impact on their enrollment and/or attendance at IU Southeast. Similar to staff respondents, students expect added costs and added drive time to be the largest impacts from bridge tolls with cost being a higher concern than time. Cost and time were very large concerns for out-of-state students, and a sizeable 16.1% of these students are considering transferring or dropping out.

Table 5: Students: ‘What will the impact of bridge tolls be on your enrollment and/or attendance at IU Southeast?’

	All Students		Out-of-State		In-State	
	N	%	N	%	N	%
No impact/no response	400	54.1%	103	29.2%	297	76.7%
Added cost	236	31.9%	180	51.0%	56	14.5%
Added time	205	27.7%	148	41.9%	57	14.7%
Considering transfer/dropping out	72	9.7%	57	16.1%	15	3.9%
Choose alternate route	48	6.5%	48	13.6%	--	--
Change in employment/hours	17	2.3%	13	3.7%	4	1.0%
Changes in class schedule/involvement	17	2.3%	5	1.4%	12	3.1%
Attendance/late or missed classes	14	1.9%	13	3.7%	1	0.3%
Adding online classes	8	1.1%	7	2.0%	1	0.3%
Minimal	6	0.8%	--	--	6	1.6%
Relocate	4	0.5%	4	1.1%	--	--
Faster commute	2	0.3%	2	0.6%	--	--
Negatively affect daycare	2	0.3%	2	0.6%	--	--
Extend date of completion	1	0.1%	1	0.3%	--	--
Limit travel	1	0.1%	1	0.3%	--	--
Negatively affect scholarship	1	0.1%	1	0.3%	--	--

Respondents could select more than one option

A high percentage of responding students, and almost all out-of-state students recommend subsidizing toll costs, and significant numbers are willing to utilize other class options that would limit their trips to campus.

Table 6: Students: ‘What following strategies would you be most interested in IU Southeast employing once bridge tolls are enacted?’

	All Students		Out-of-State		In-State	
	N	%	N	%	N	%
Subsidizing toll costs	509	68.8%	296	83.9%	213	55.0%
Create more fully online classes	297	40.1%	166	47.0%	131	33.9%
Create more hybrid classes	278	37.6%	144	40.8%	134	34.6%
Classes meet for fewer days	231	31.2%	125	35.4%	106	27.4%
Conduct more classes through Oncourse or Canvas	138	18.6%	78	22.1%	60	0.155
Scheduling weekend classes	95	12.8%	43	12.2%	52	13.4%
Other	85	11.5%	55	15.6%	30	7.8%

Respondents could select more than one option

Of the 85 'Other' strategies (above), one-third recommend free or discount passes for students or staff and another one-third deal with reducing the added cost of tolls.

Table 7: Students: Other recommended strategies to help students

	<u>All Students</u>	<u>Out-of-State</u>	<u>In-State</u>
Discount or free passes for students/staff	29	23	6
Eliminate/lobby against tolls	9	1	8
Free/reduced parking	8	3	5
Hold classes at other locations	5	3	2
More/different class schedule offerings	5	3	2
Public transportation use/discounts	4	2	2
Consolidate toll with parking pass/UCard	3	3	--
Financial/government aid	3	2	1
Include cost of toll in tuition/fees	3	2	1
More graduate classes at grad center	3	3	--
Offer transponders	2	2	--
Reduce tuition/fees	2	2	--
Add toll to reciprocity fee	1	1	--
Avoid more online classes	1	--	1
Choose alternate route	1	1	--
Free parking for carpoolers	1	--	1
Free printing	1	1	--
Offer car pooling	1	1	--
Tie discounts to grades	1	--	1
Transfer	1	1	--
Web conferencing	1	--	1

FACULTY IMPACT

Just over half of responding faculty, and nearly 60% of full-time faculty, believe bridge tolls will have no impact on their employment at IU Southeast. Similar to students and staff, added cost and time are the highest concerns for responding faculty. Part-time faculty were particularly concerned with these two impacts and 4 part-time respondents express a possible job change.

Table 8: Faculty: ‘What will the impact of bridge tolls be on your employment at IU Southeast?’

	All Faculty		Full-Time		Part-Time	
	N	%	N	%	N	%
No impact/no response	126	53.6%	90	59.6%	36	42.9%
Added cost	70	29.8%	36	23.8%	34	40.5%
Added time	60	25.5%	31	20.5%	29	34.5%
Choose alternate route	12	5.1%	9	6.0%	3	3.6%
Employment/possible job change	4	1.7%	--	--	4	4.8%
Faster commute	3	1.3%	2	1.3%	1	1.2%
Minimal	2	0.9%	1	0.7%	1	1.2%
Negative impact on IU Southeast activities/service	2	0.9%	2	1.3%	--	--
Change in purchasing process	1	0.4%	--	--	1	1.2%
Negative impact on orchestra/chorus	1	0.4%	1	0.7%	--	--
Negative impact on student attendance	1	0.4%	1	0.7%	--	--

Respondents could select more than one option

Like students and staff, a sizeable majority of faculty (62.6%) are interested in subsidized toll costs. And as with students, alternate delivery modes and class scheduling are popular with faculty.

Table 9: Faculty: ‘What following strategies would you be most interested in IU Southeast employing once bridge tolls are enacted?’

	All Faculty		Full-Time		Part-Time	
	N	%	N	%	N	%
Subsidizing toll costs	147	62.6%	94	62.3%	53	63.1%
Creating more hybrid classes	80	34.0%	52	34.4%	28	33.3%
Contacting TARC to increase public transportation routes	75	31.9%	59	39.1%	16	19.0%
Scheduling classes to meet for fewer days each week	64	27.2%	43	28.5%	21	25.0%
Teaching more fully online classes	52	22.1%	32	21.2%	20	23.8%
Conducting more class meetings through Oncourse or Canvas	36	15.3%	19	12.6%	17	20.2%
Coordinating voluntary campus car pool systems	35	14.9%	26	17.2%	9	10.7%
Other	27	11.5%	11	7.3%	16	19.0%
Scheduling weekend classes	26	11.1%	15	9.9%	11	13.1%
None	23	9.8%	14	9.3%	9	10.7%

Respondents could select more than one option

Of the 27 'Other' strategies (above), nearly half suggest reducing or optimizing trips to campus and about one-third recommend reducing or eliminating added cost.

Table 10: Faculty: Other recommended strategies to help faculty

	All Faculty	Full-time	Part-time
Reduce meetings/use web & email	5	3	2
Eliminate/lobby against tolls	4	1	3
More/different class schedule offerings	4	1	3
Buy vans/carpool	2	1	1
Increase pay	2	--	2
Promote route change	2	2	0
TARC/TARC discounts	2	1	1
Discount passes	1	--	1
Exemption	1	0	1
Online office hours	1	1	0
Riverboat classrooms	1	1	0
Satellite locations	1	0	1
Streamline pass purchase process	1	--	1

SUMMARY OF STRATEGIES

Subsidizing toll costs was the number one recommendation for IU Southeast, voiced by over 60% of all respondents. More online, hybrid and Canvas classes were very popular among faculty and students, although there was also some opposition to these options. More class scheduling options were popular with faculty and students, while more flexible work schedules were favored by staff. Just under one-third of faculty and nearly 30% of staff listed TARC as a viable strategy. Students were not given this option and very few voiced it on their own.

OTHER SUPPORT IU SOUTHEAST CAN OFFER

Subsidies, discount passes, and reduction of parking fees were popular suggestions as were lobbying to eliminate tolls, offering scheduling options and providing attendance leniency.

Table 11: How IU Southeast can offer support

	<u>N</u>
Subsidy from school or state	43
Lobby against/negotiate reduction or elimination of toll	19
Reduce/eliminate parking fees	10
Increase or improve hybrids/online/Canvas courses	9
Reduce/don't increase hybrids/online courses	9
Carpool/add TARC routes	8
Enhance class scheduling options	7
Attendance grace/leniency	6
Create prepaid and/or discounted passes/transponders	5
Combine toll fees with parking fees	3
More flexible work hours/work from home	3
Offer alternate class locations	3
Choose alternate route	2
Consider relocating/transfer	2
Increase housing/lower lodging rates	2
Increase parking space/add garage	2
Push student involvement to reduce dropouts	2
Raise pay	2
Adjust faculty mileage calculation start point	1
Avoid Louisville	1
Buy transponders for staff use	1
Do not reduce meetings	1
Do not subsidize	1
Find a sponsor for subsidizing	1
Keep tuition reasonable	1
Lower cost of books	1
No big deal	1
Offer gas cards	1
Offer subsidy tied to grades	1
Reduce lunch times	1
Release financial aid sooner	1
Research what other border states/schools do	1
Scholarships and loans	1
Tax credits	1
Toll all bridges at a lower rate	1
Work to increase enrollment so parking fees can be eliminated	1

APPENDIX A

The following information was provided to respondents at the beginning of the survey so that they could better understand the projected tolling process.

- While the Kentucky-Indiana Tolling Board are still making final decisions, some initial tolling figures have been set:
 - Tolls will be levied on the new East End Bridge Crossing and I-65 (Northbound and Southbound) beginning in Fall 2016. There will be no tolls on the Sherman Minton Bridge (I-64) or the Clark Memorial Bridge (2nd Street Bridge).
 - "Frequent" commuters will be provided with a free transponder to place under their rear view mirror. The definition of "frequent" is to be determined, but likely will define someone who crosses the bridge 20 or 40 times both ways each month.
 - Initial rates: \$1 for "frequent" commuter cars; \$2 for other cars; \$5 for box and panel trucks; and \$10 for tractor trailers.
 - Motorists who do not use transponders will be tracked by video camera. Motorists who register their plates and establish pre-paid accounts will pay: \$3 for cars; \$6 for medium trucks; and \$11 for heavy trucks.
 - Motorists who do not register and choose to instead be invoiced will pay \$4 for cars; \$7 for medium trucks; and \$12 for heavy trucks.