



Sustainable Transportation Survey Report

September 2020

City of Oberlin Office of Sustainability

About the survey

This survey seeks to learn about Oberlin residents' transportation patterns along with their comfort and demand for the proposed Sway Electric Vehicle Carshare program. It was distributed to Oberlin residents during August and September 2020. We have received in total 650 responses through the online survey tool Qualtrics, and 8 printed hard copies. Not everyone answered all of the survey. Respondents were allowed to skip any question that they didn't feel comfortable answering. The survey was completely anonymous.

About Sway

Sway Mobility, Inc., a carshare service provider with operations in Cleveland and Columbus, seeks to partner with the City of Oberlin to pilot a community car sharing program with two Nissan LEAFs electric vehicles. The cost for users would be \$8/hr, which is charged in 15-minute increments with a 30-minute minimum. All the maintenance, insurance, and fuel costs would be covered. The two EVs are proposed to be stationed at the Public Library/City Hall parking lot and the parking lot near George A. Abram Pavilion (behind McDonald's), where EV chargers are also installed. Members reserve their time using an online reservation system, accessible by smartphone.

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Executive Summary

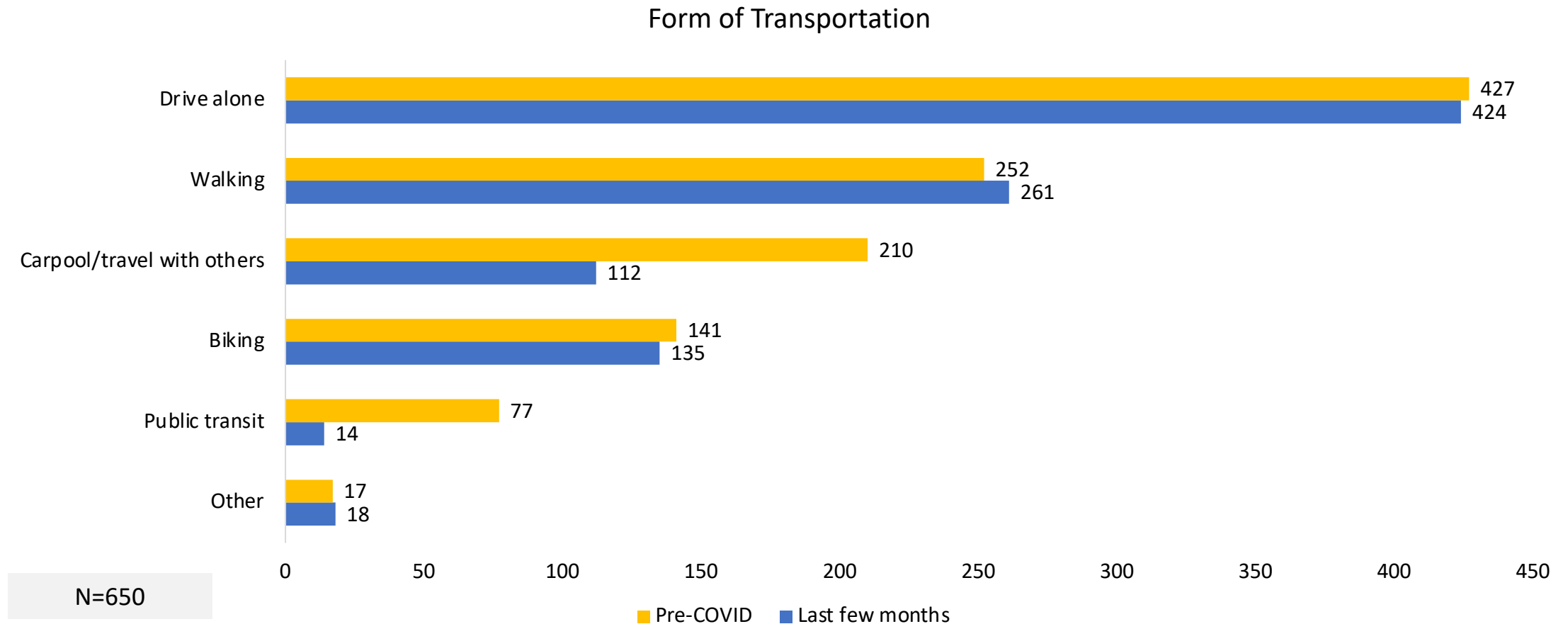
- Post-COVID, cars remain the primary mode of transportation in Oberlin
- Among people who have a driver's license, **20.3%** or 109 who surveyed don't have regular access to Motor Vehicles
- **86%** of those surveyed are eligible to use Sway

- **52%** of those surveyed expressed interest in using Sway
 - Young people (18 – 21), low income people (<\$60,000/year), and people of color expressed greatest interest in using Sway
- **71%** of people surveyed can walk or bike to one of the proposed Sway locations within 15 minutes
- **84%** of people surveyed find the price of the Sway program acceptable

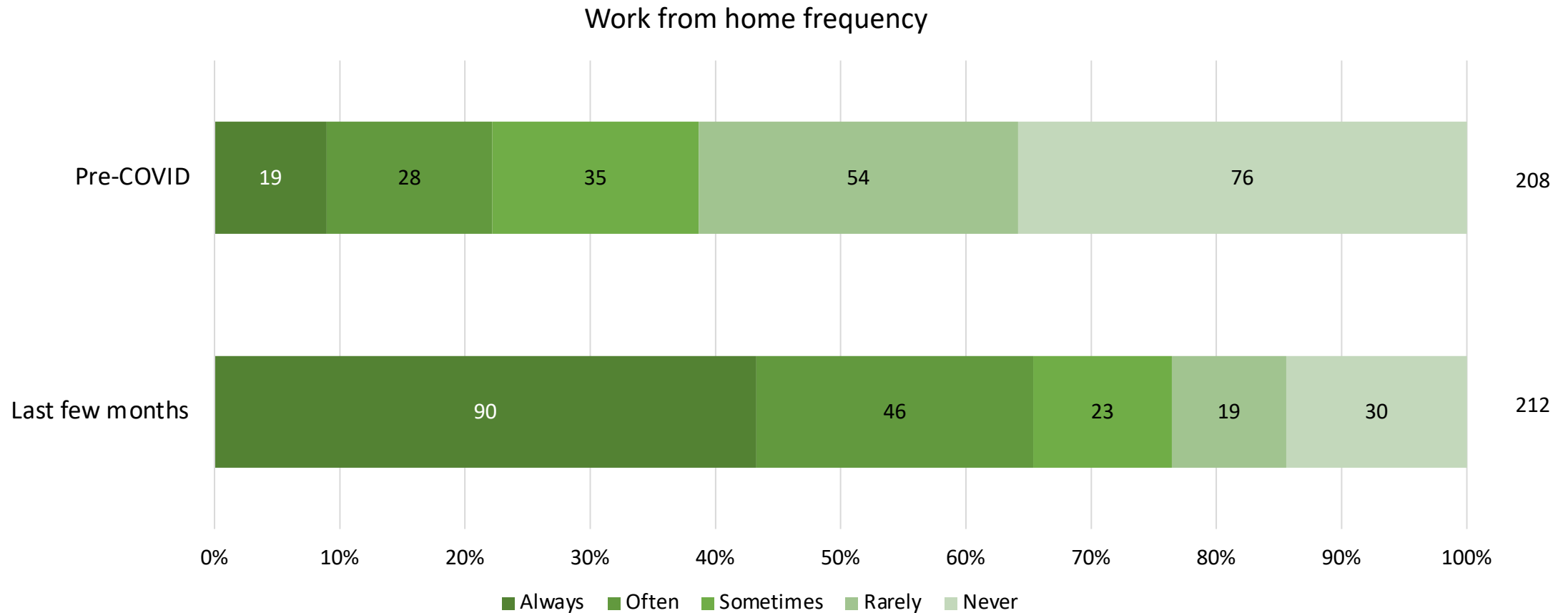
Section II

Current Transportation Pattern

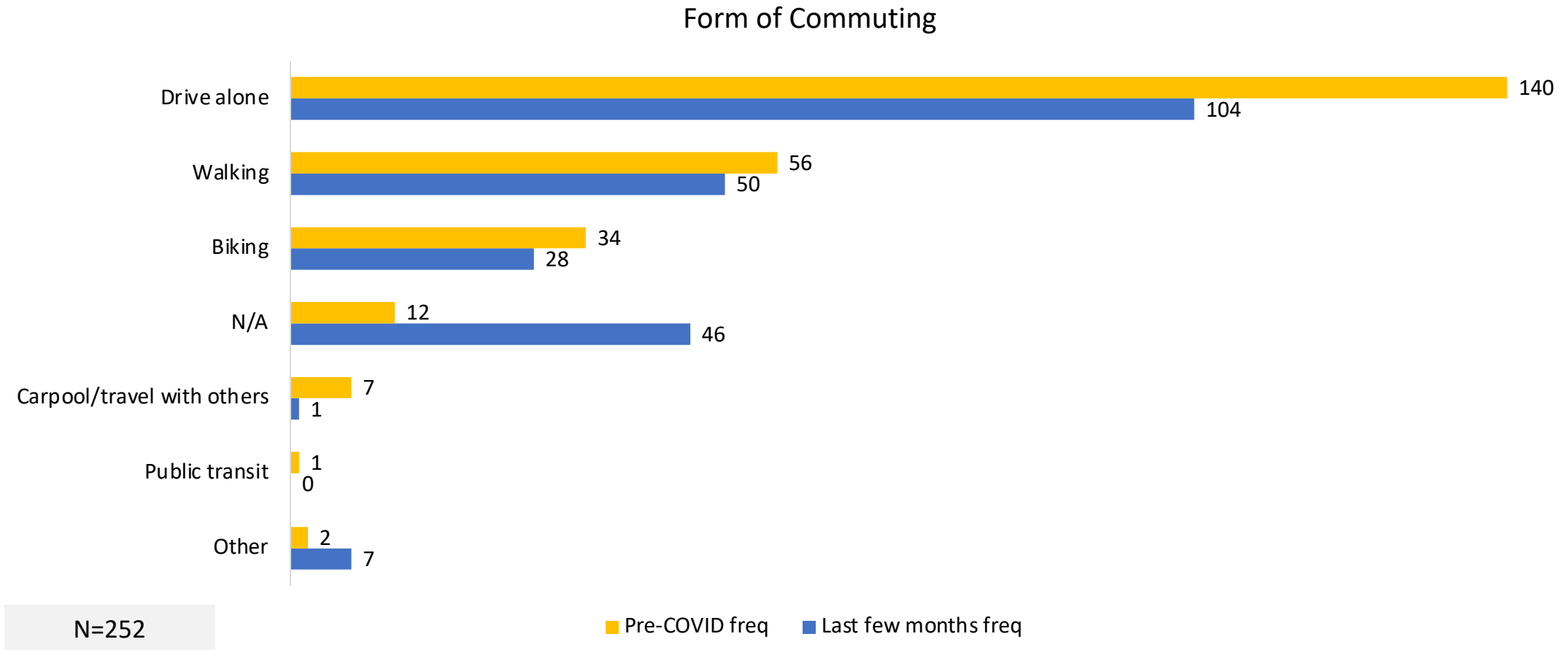
After COVID, number of people who drive did not change, fewer people carpool/travel with others and use public transit



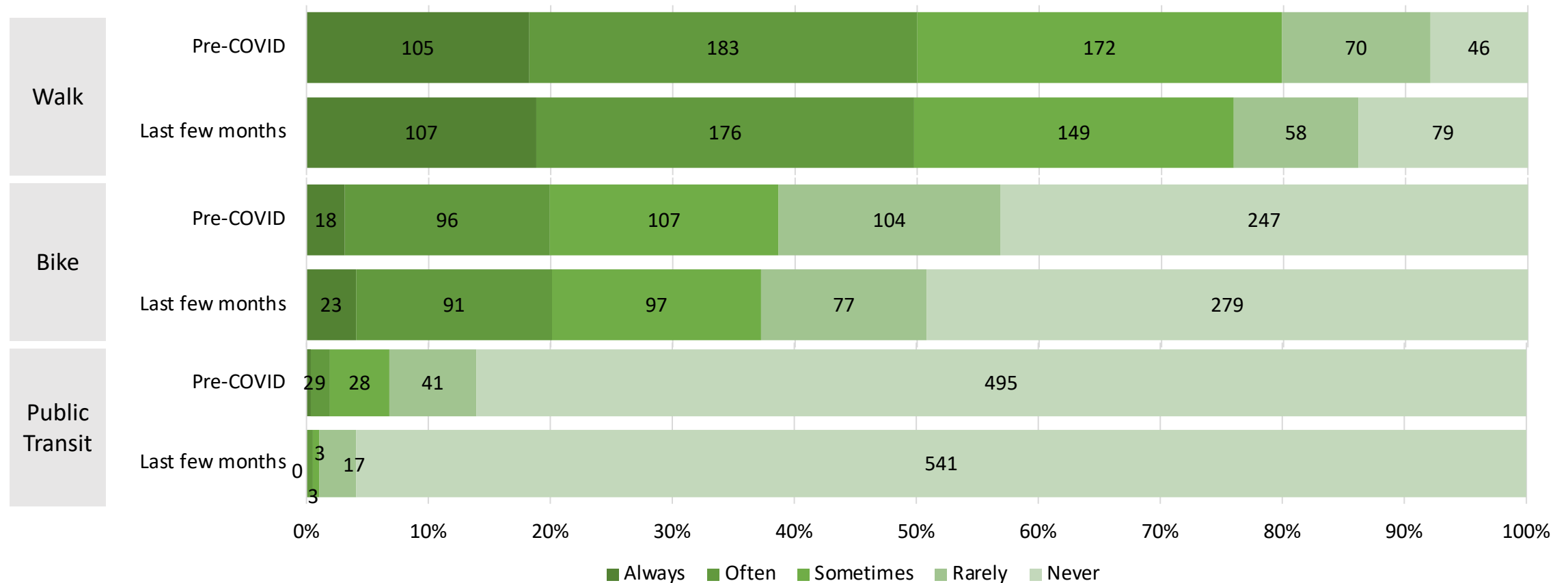
After COVID, people work from home at a higher frequency



After COVID, fewer people commute, yet driving alone remains the greatest form of commuting



People walk, bike, and use public transit generally less after COVID, probably because more people are working from home



Age, Weather, Distance, Time Constraints prevent people from Walking and Biking

What prevents people from Walking?

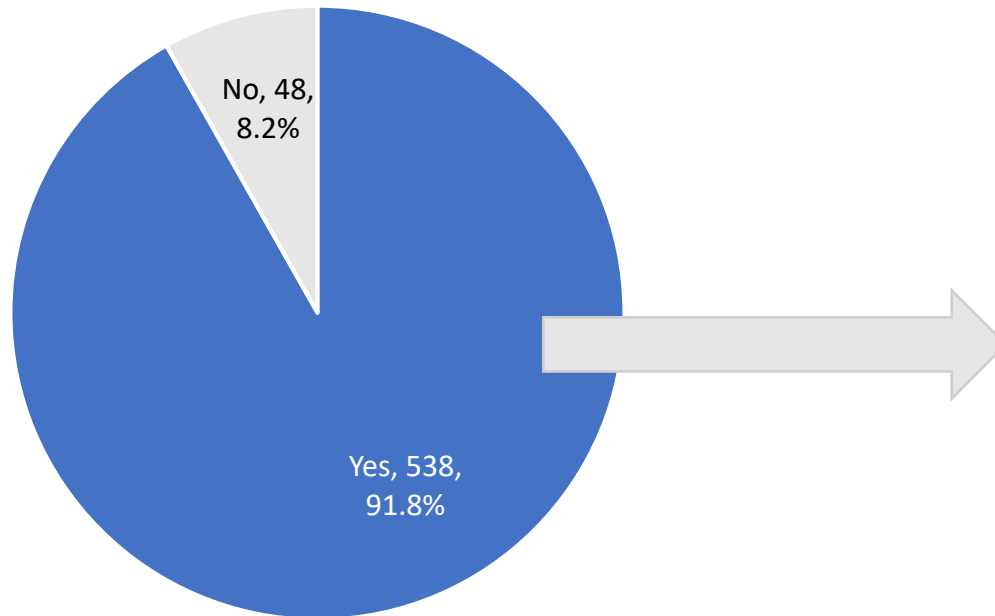


What prevents people from Biking?

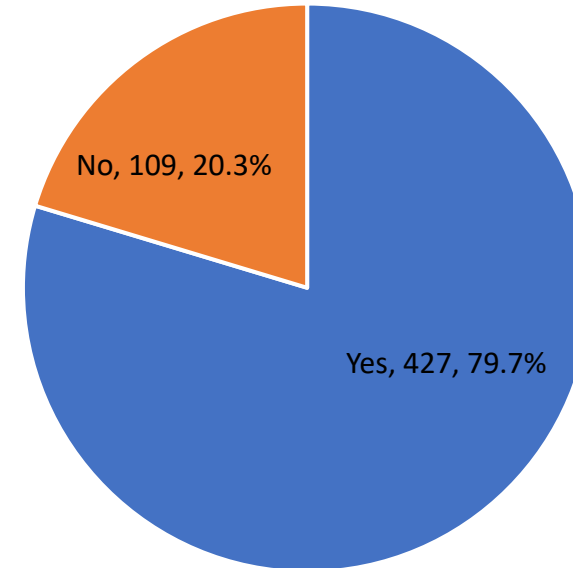


Among 91.8% of people who have a driver's license, 20.3% or 109 people don't have regular access to Motor Vehicles

Do you have a driver's license?



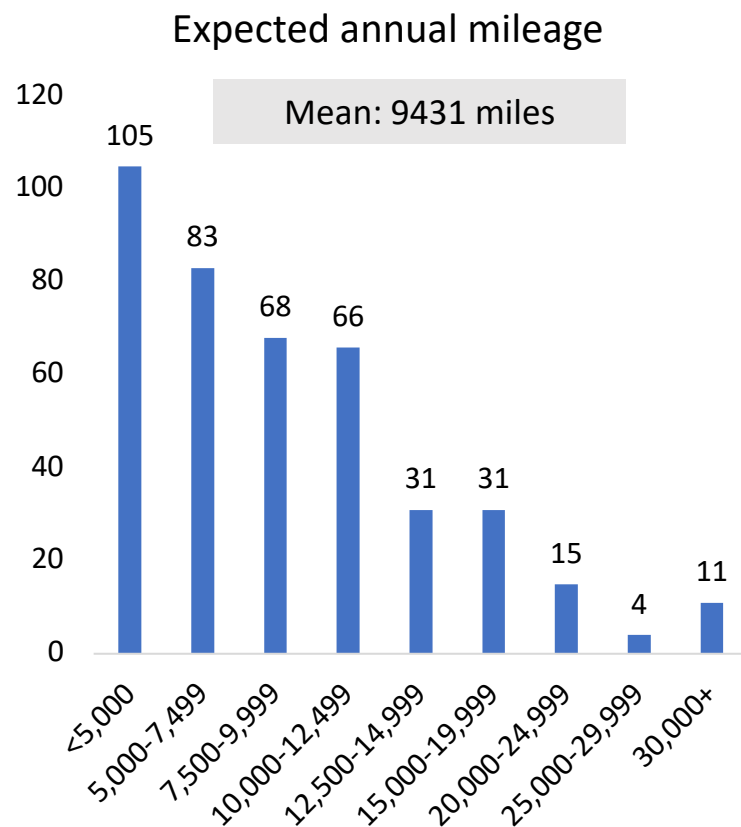
Among those who have a driver's license:
Do you have regular access to Motor Vehicle?



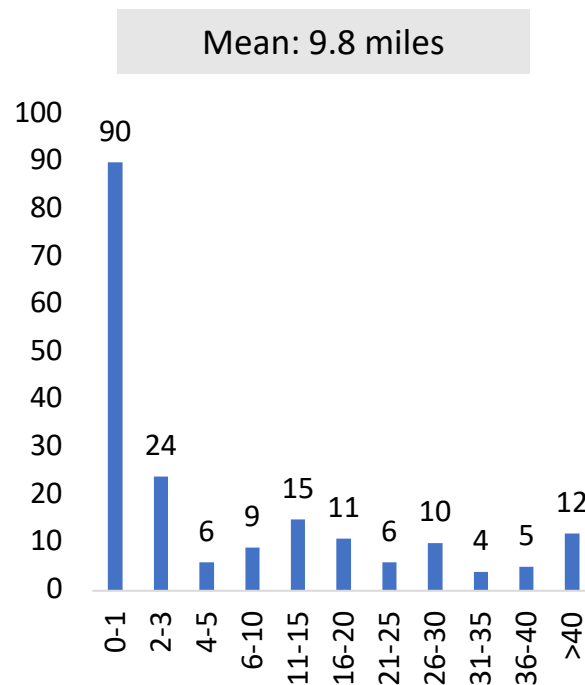
The ownership of hybrid vehicles or electric vehicles remains low

	Min	Max	Mean	Std. Deviation	Median	N	Total number of vehicles
How many vehicles do you or your family own?	0	20	1.9	1.5	2	410	781
How many hybrid vehicles do you or your family own?	0	3	0.3	0.5	0	403	113
How many all electric vehicle do you or your family own?	0	2	0.0	0.3	0	403	20

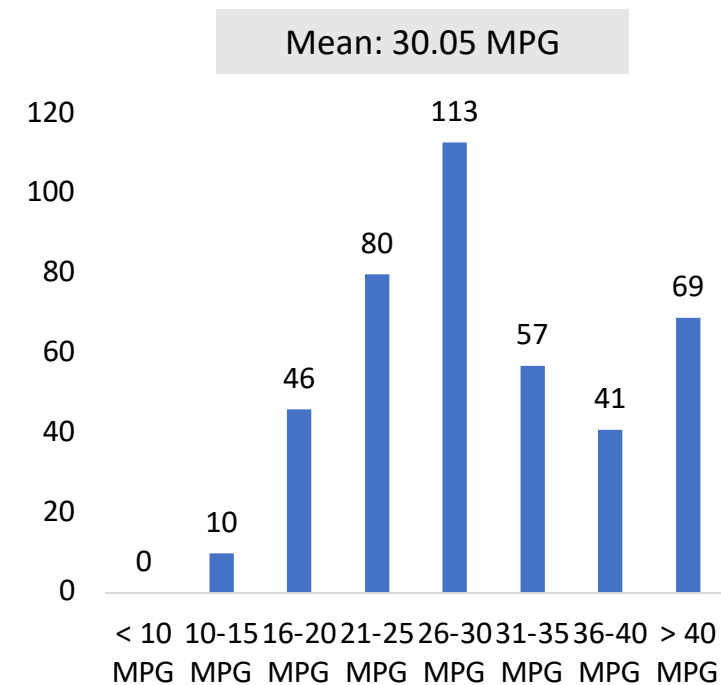
Vehicle usage pattern: the majority of commutes are within 1 mile



Mileage of commute in one direction



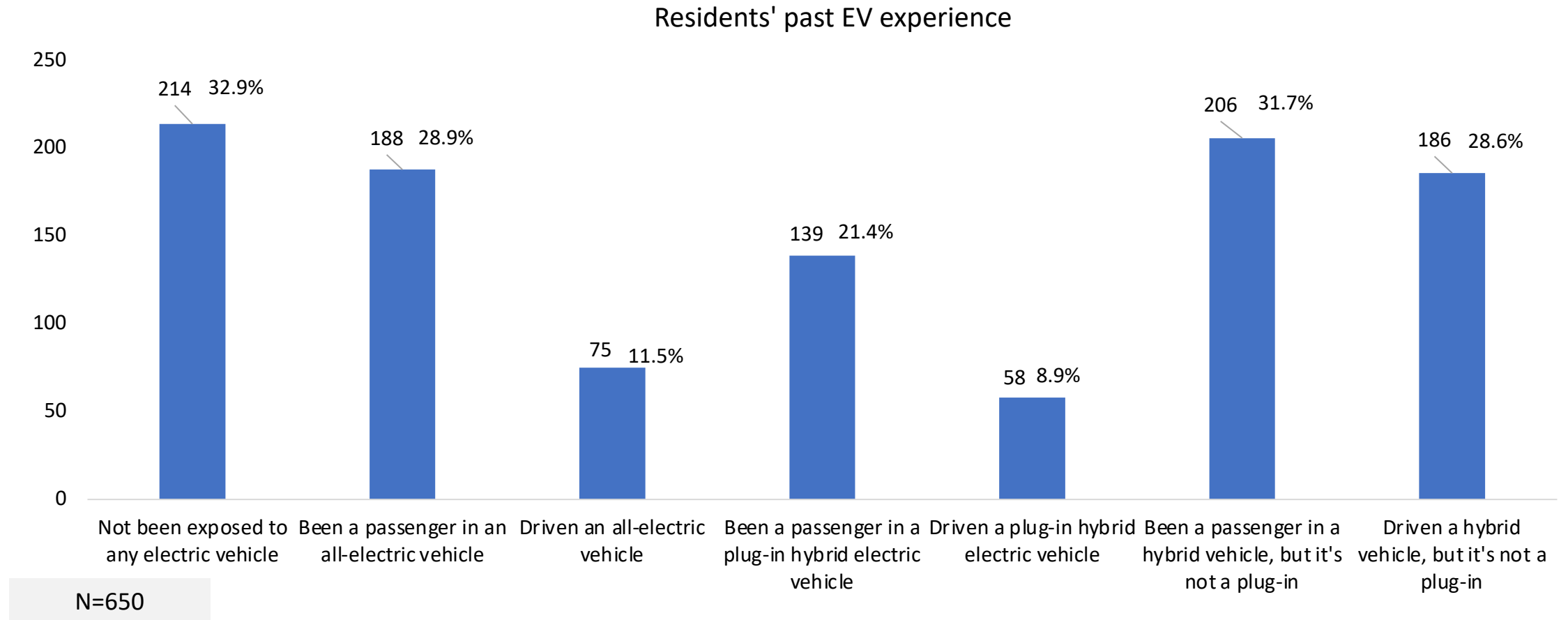
Most driven vehicle Miles per gallon



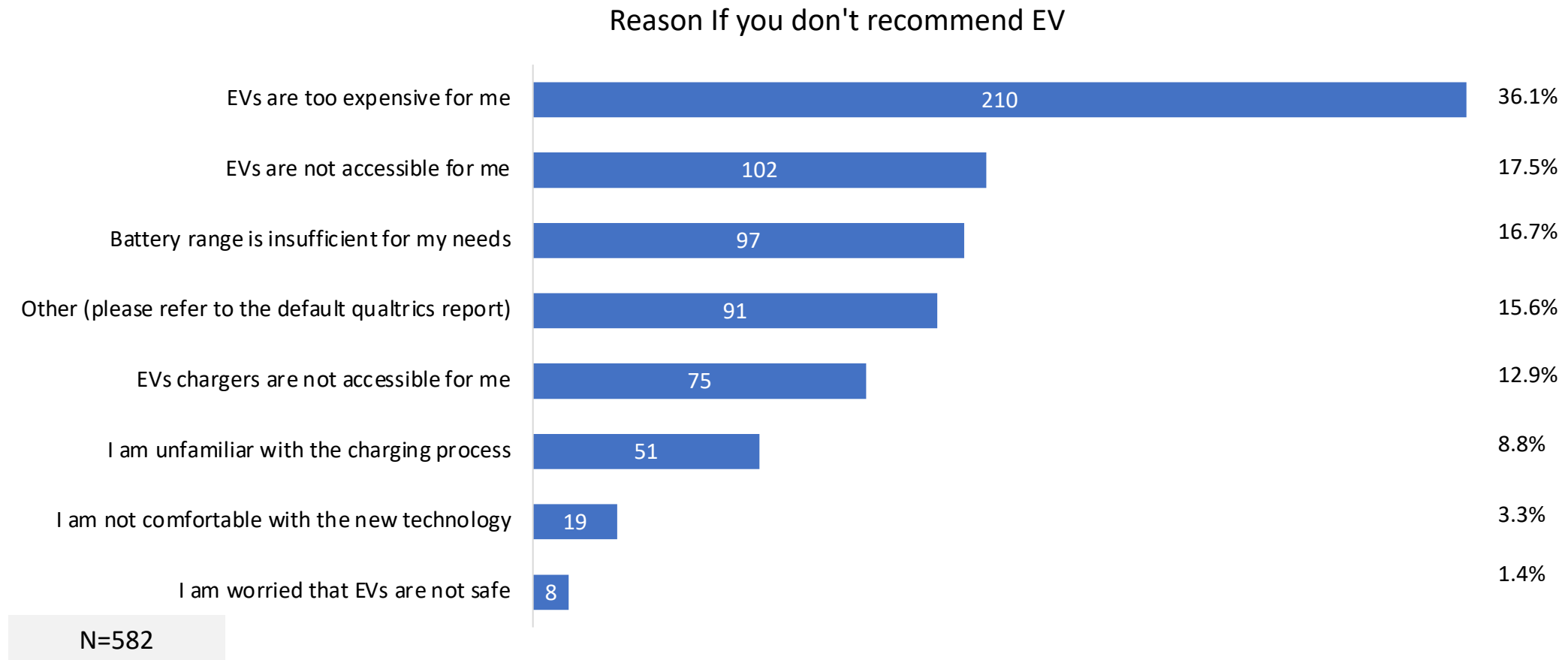
Section III

Residents' Comfort with EV

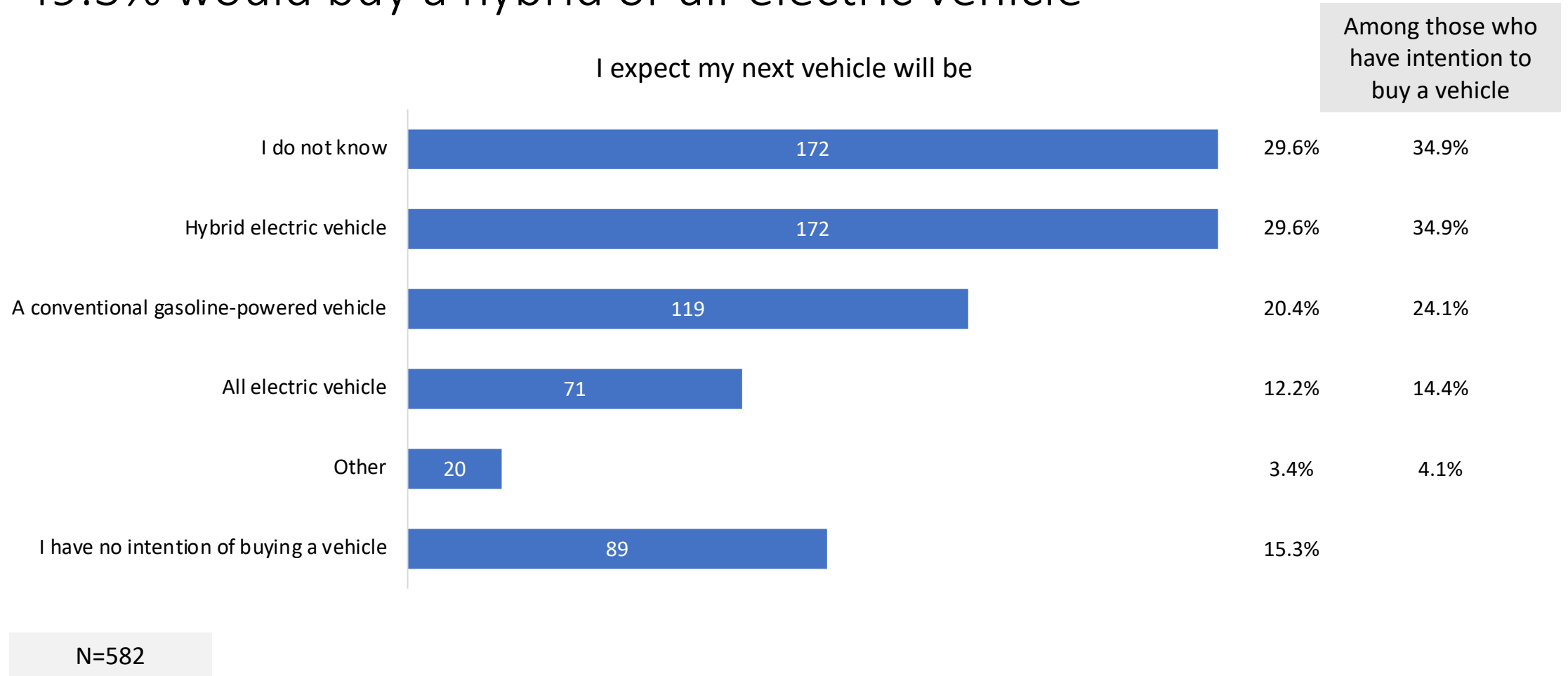
32.9% or 214 people among those who filled out the survey have not been exposed to any EV



Only 4.7% of people with EV experience are not comfortable with the new technology or are worried EVs are not safe; the main barrier to using an EV is the perceived expense



Among those who have the intention to buy a vehicle in the future, 49.3% would buy a hybrid or all-electric vehicle

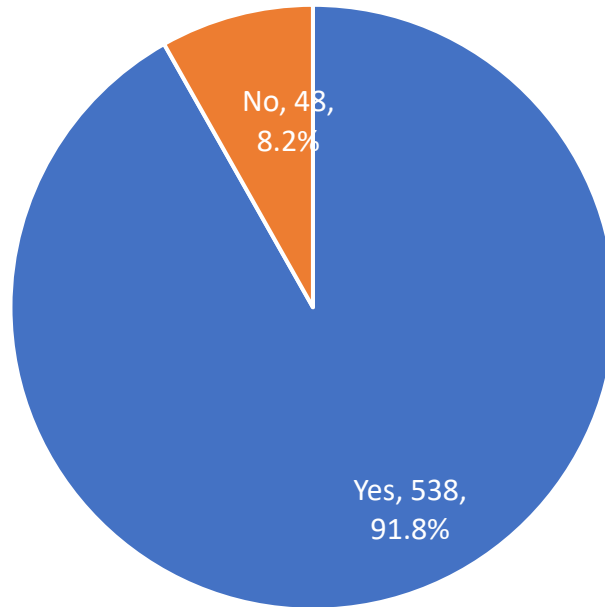


Section IV

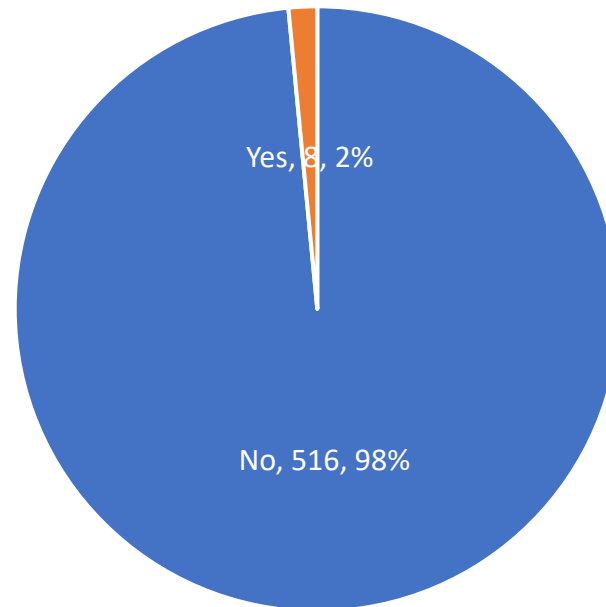
Residents' Demand for Sway Program

Eligibility for using Sway Carshare Program

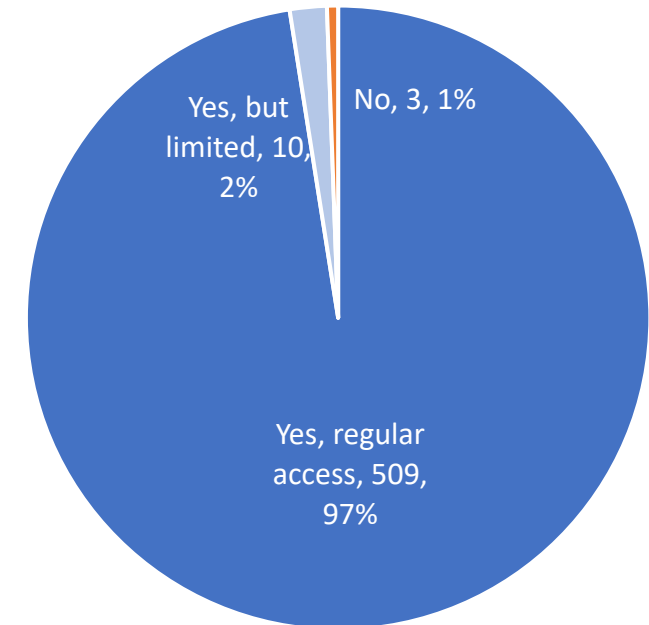
Do you have a driver's license?



Are you restricted from using the program by any medical conditions?

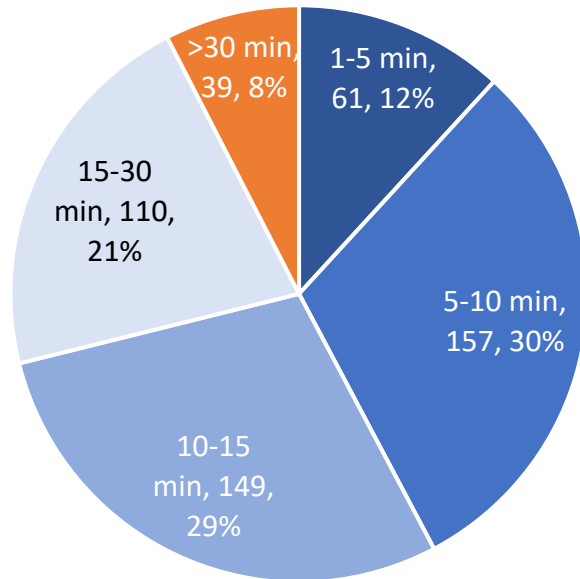


Do you have access to Internet and smartphone?



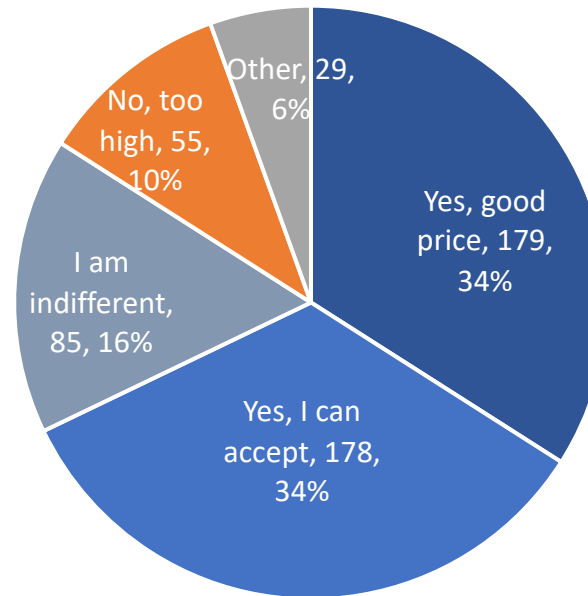
Eligibility for using Sway Carshare Program

Amount of time needed to walk or ride a bike to the station



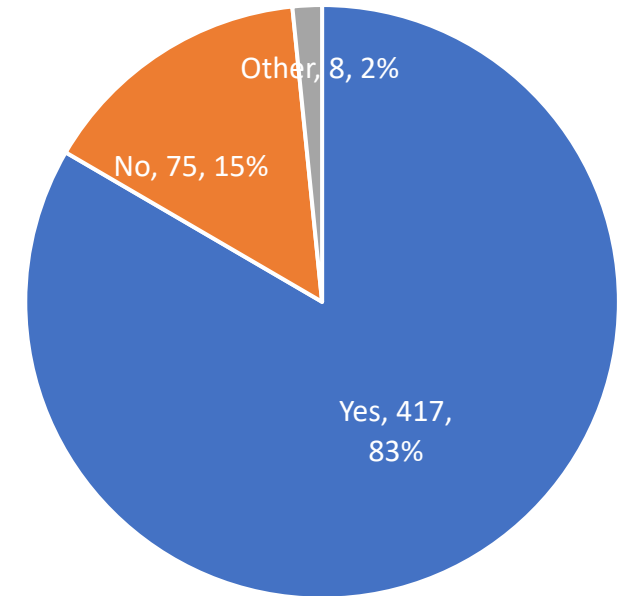
71% of people can arrive at one of the two stations within 15 minutes-walk or bike

Would the price be acceptable?

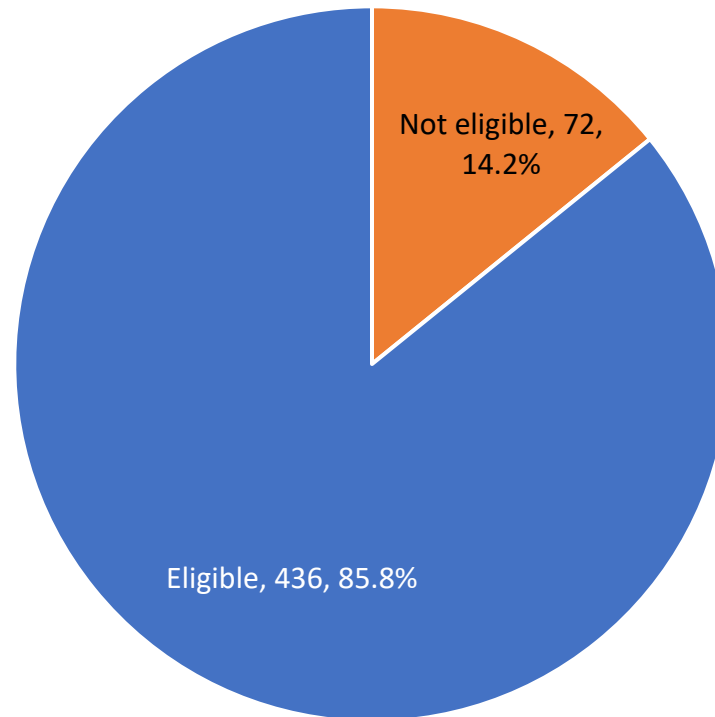


The price is acceptable for 84% of people

Do you have automobile insurance?

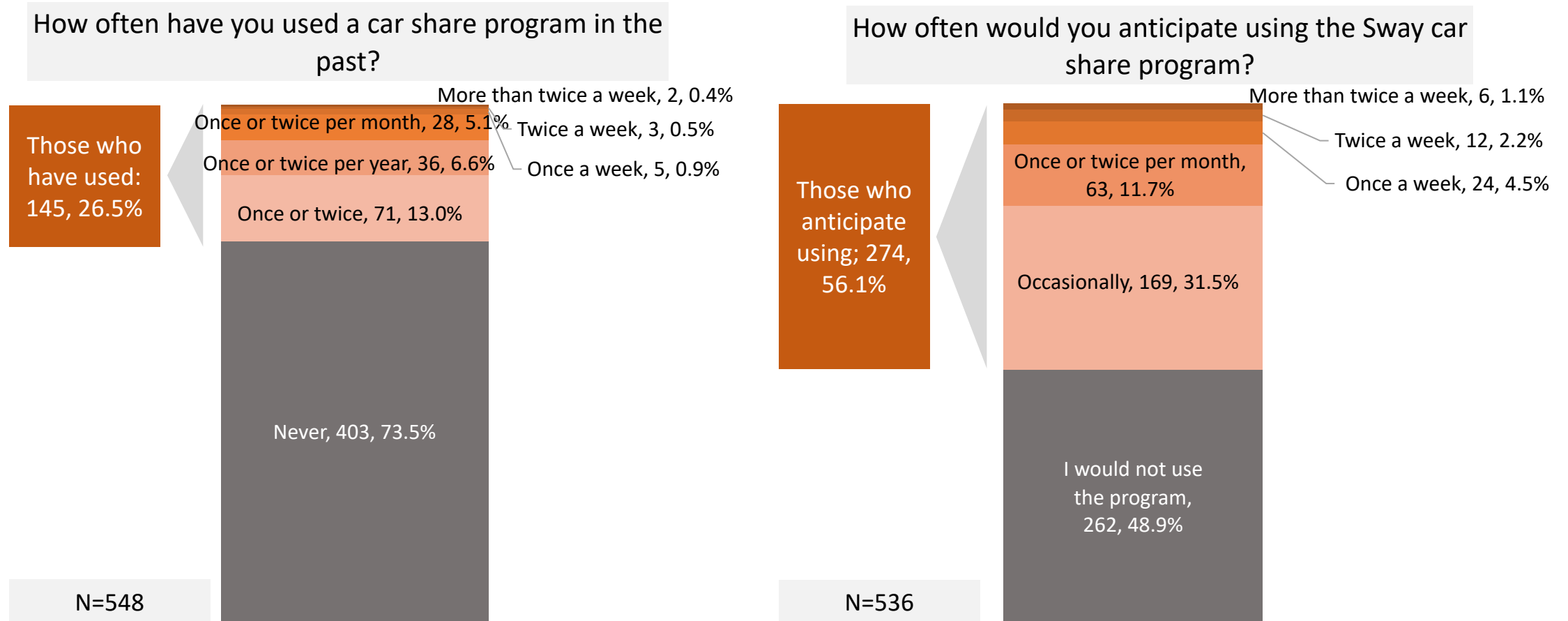


Sway Carshare Program is eligible for 85.8% of those surveyed



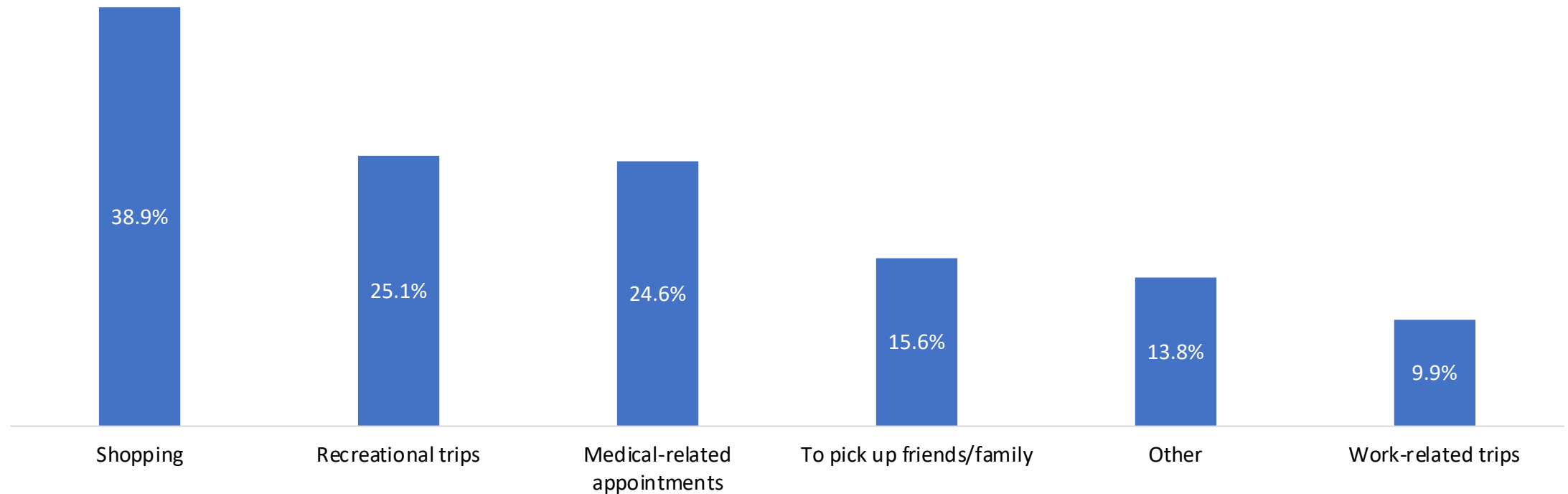
N=508

Residents anticipate using the Sway carshare program at a higher frequency than using a carshare program in the past



People anticipate using the carshare program for shopping, recreation trips, and medical-related appointments

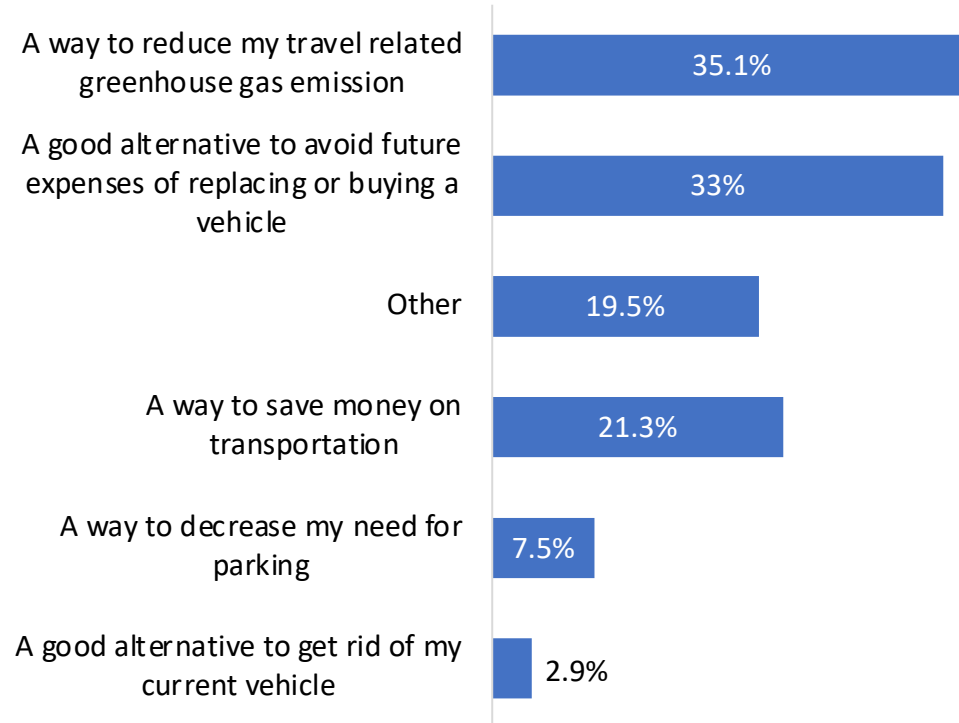
Purpose of using carshare program



N=558

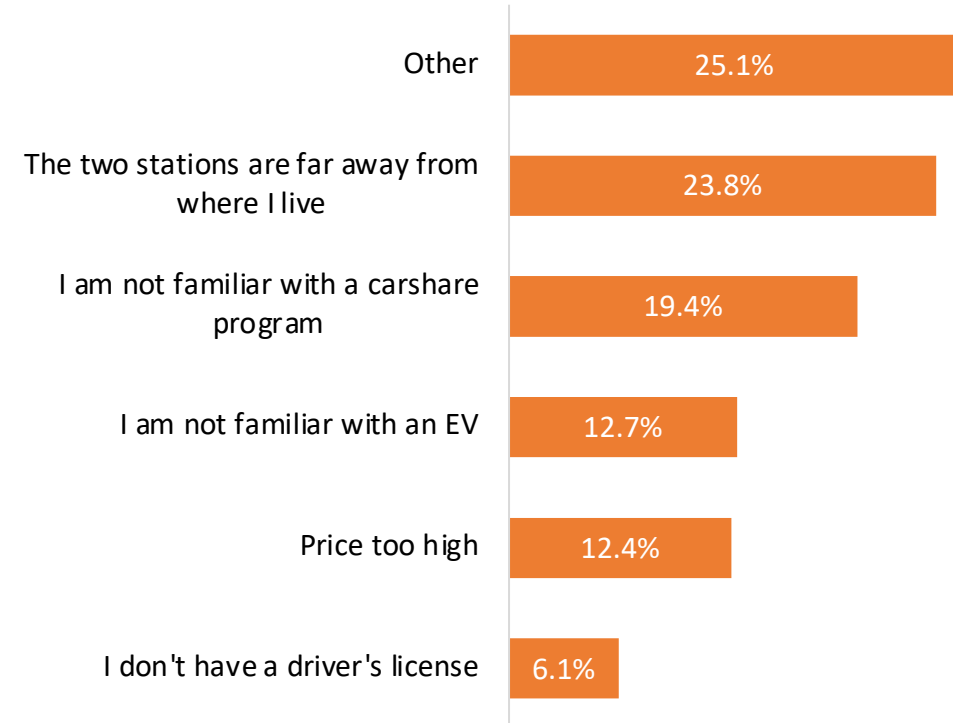
People perceive Sway as a good way to reduce travel related GHG emission and expenses; Distance, familiarity, and price are the pain points

Advantages of Sway



N=558

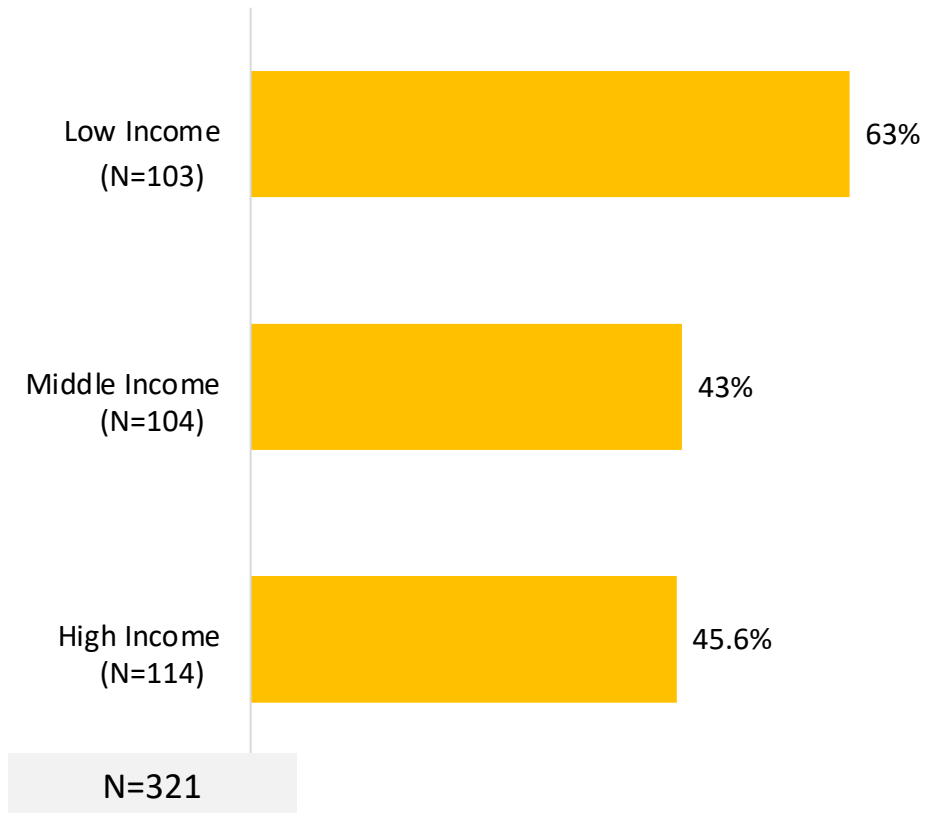
Disadvantages of Sway



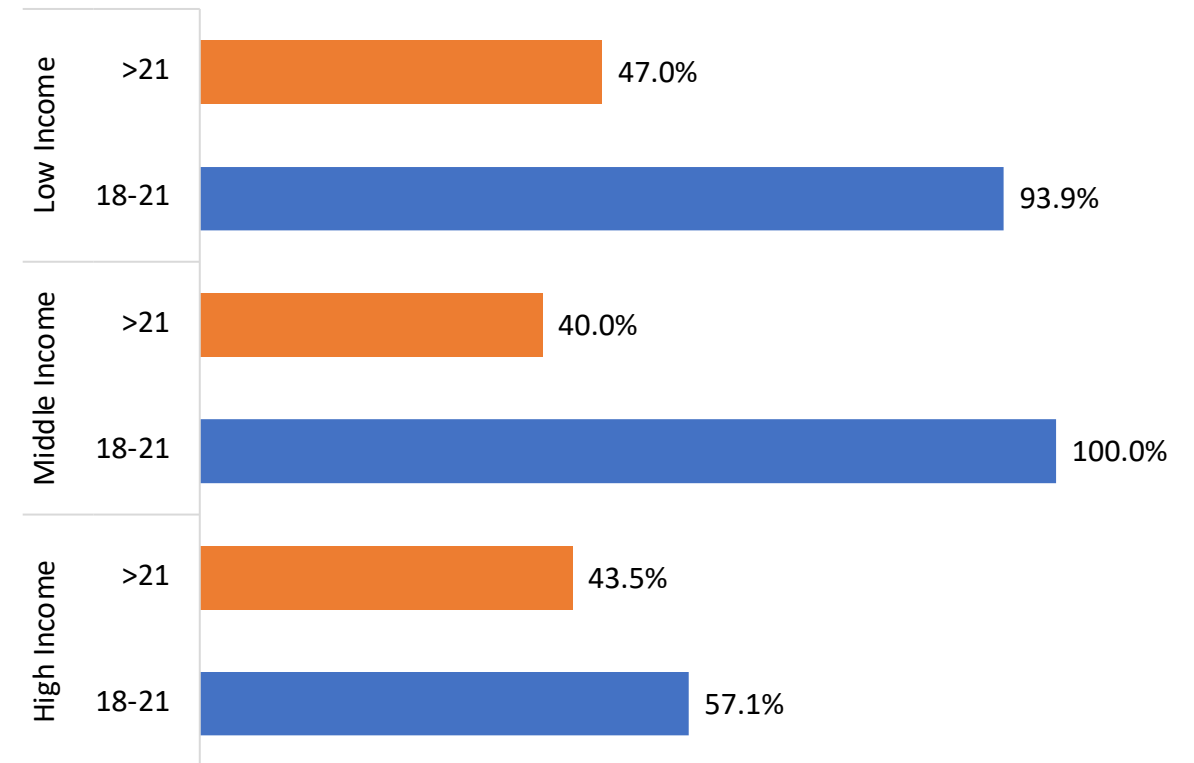
N=558

The low-income community is most interested in Sway

% Who Anticipate Using Sway by Income



% Who Anticipated Using Sway By Age and Income



Low income community is the most interested in the program and slightly less eligible

	Frequency	% of sample	% Who Anticipate Using Sway	% Eligible for Using Sway
Low Income	103	32.1	63%	88%
Middle Income	104	32.4	43%	95%
High Income	114	35.5	46%	92%
Total	321	100		

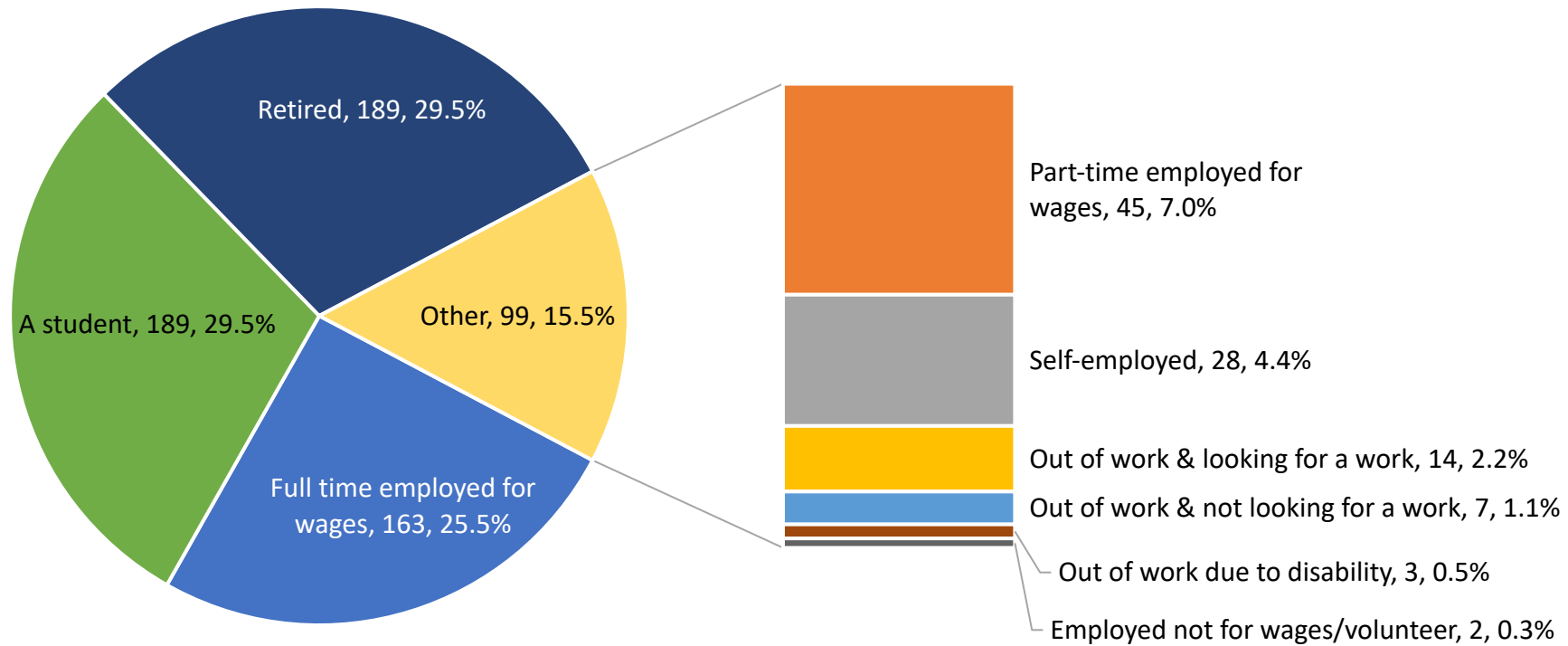
Compared with white community, POC community is much more interested in using Sway and less eligible

	Anticipate Using Sway Count	Anticipate Using Sway Percentage	Eligible Count	Eligible Percentage
White	187	49%	324	90.30%
Not White	61	67%	65	75.6%
Total	248	52.4%	389	87.40%

Section V

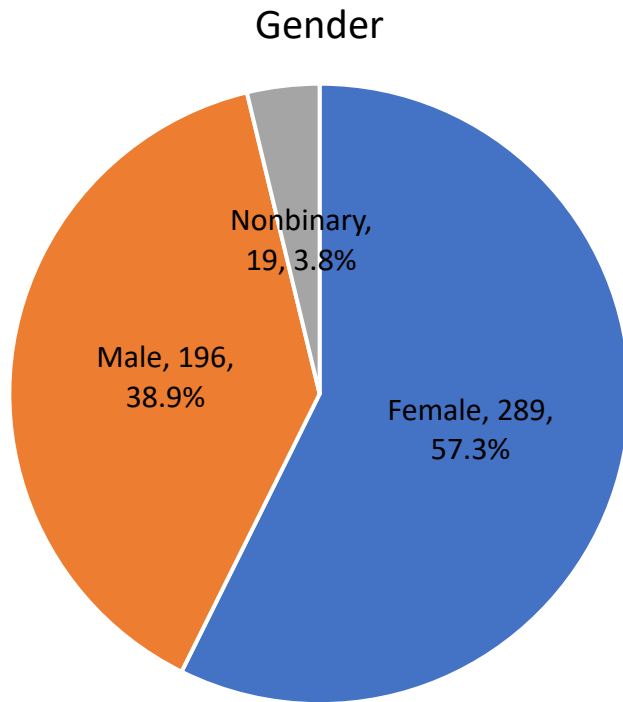
Demographics

Employment

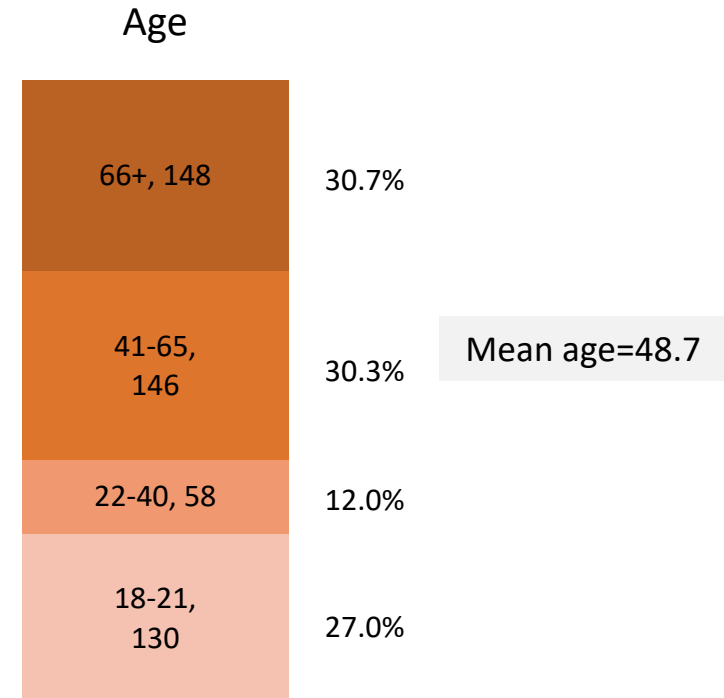


N=639

Gender and Age

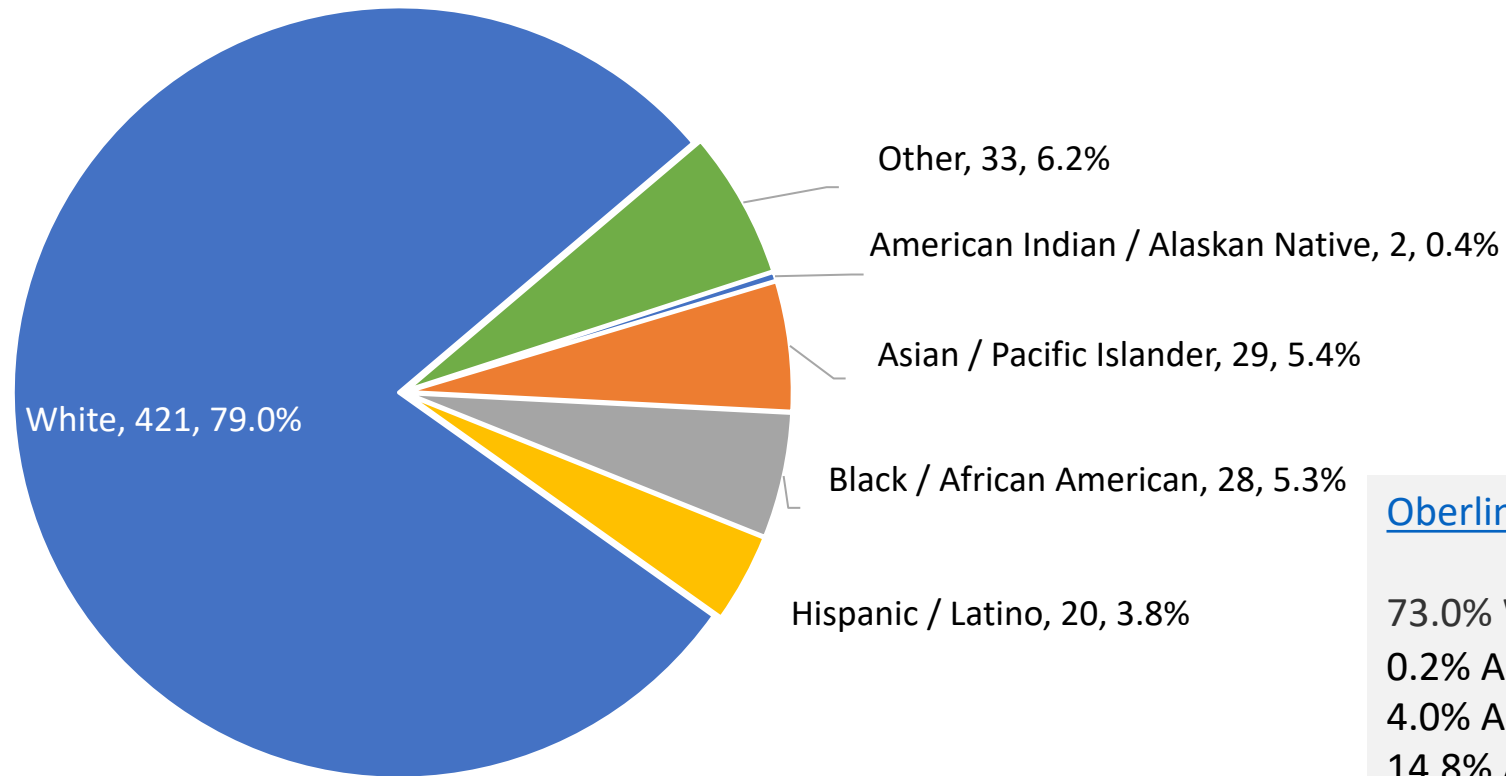


N=504



N=481

Race and Ethnicity

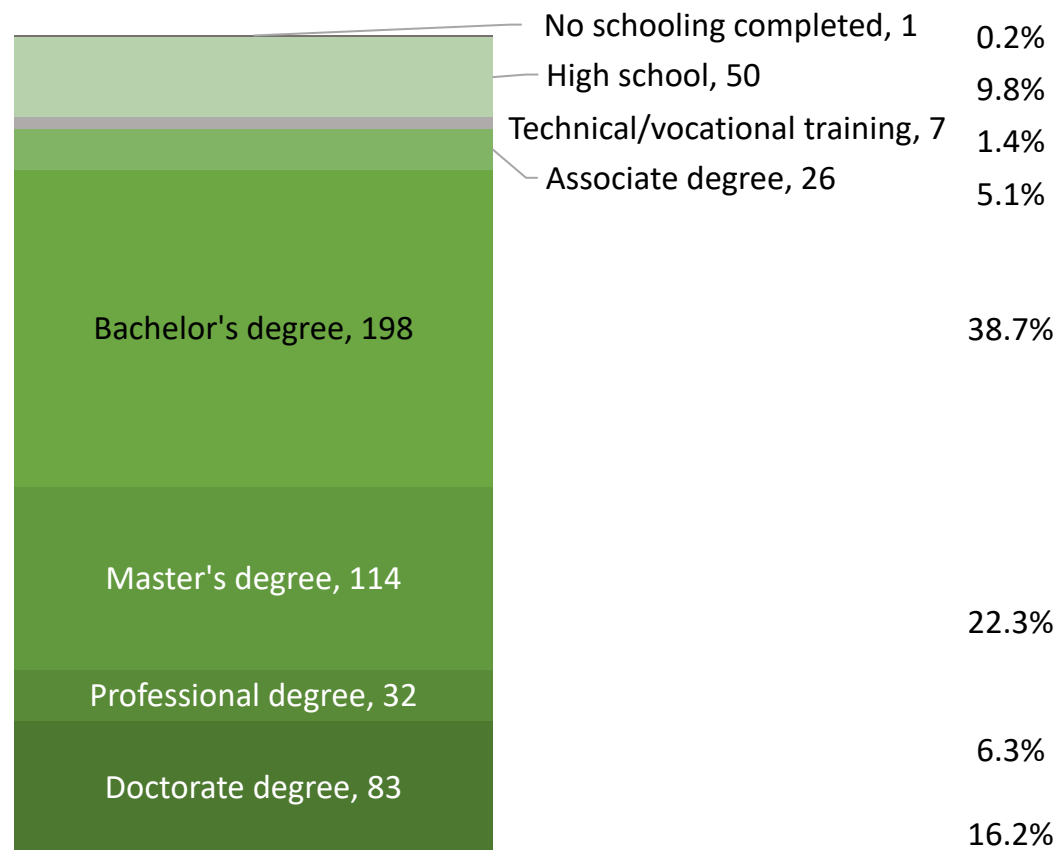


N=532

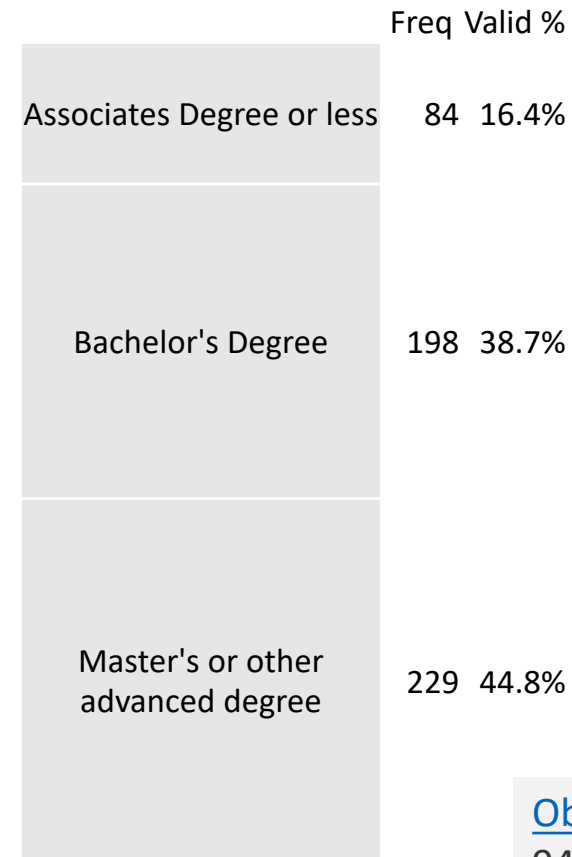
[Oberlin Census:](#)

73.0% White
0.2% American Indian/Alaskan Native
4.0% Asian
14.8% African-American
5.1% Hispanic or Latino Origin
6.5% Two or More Races

Education

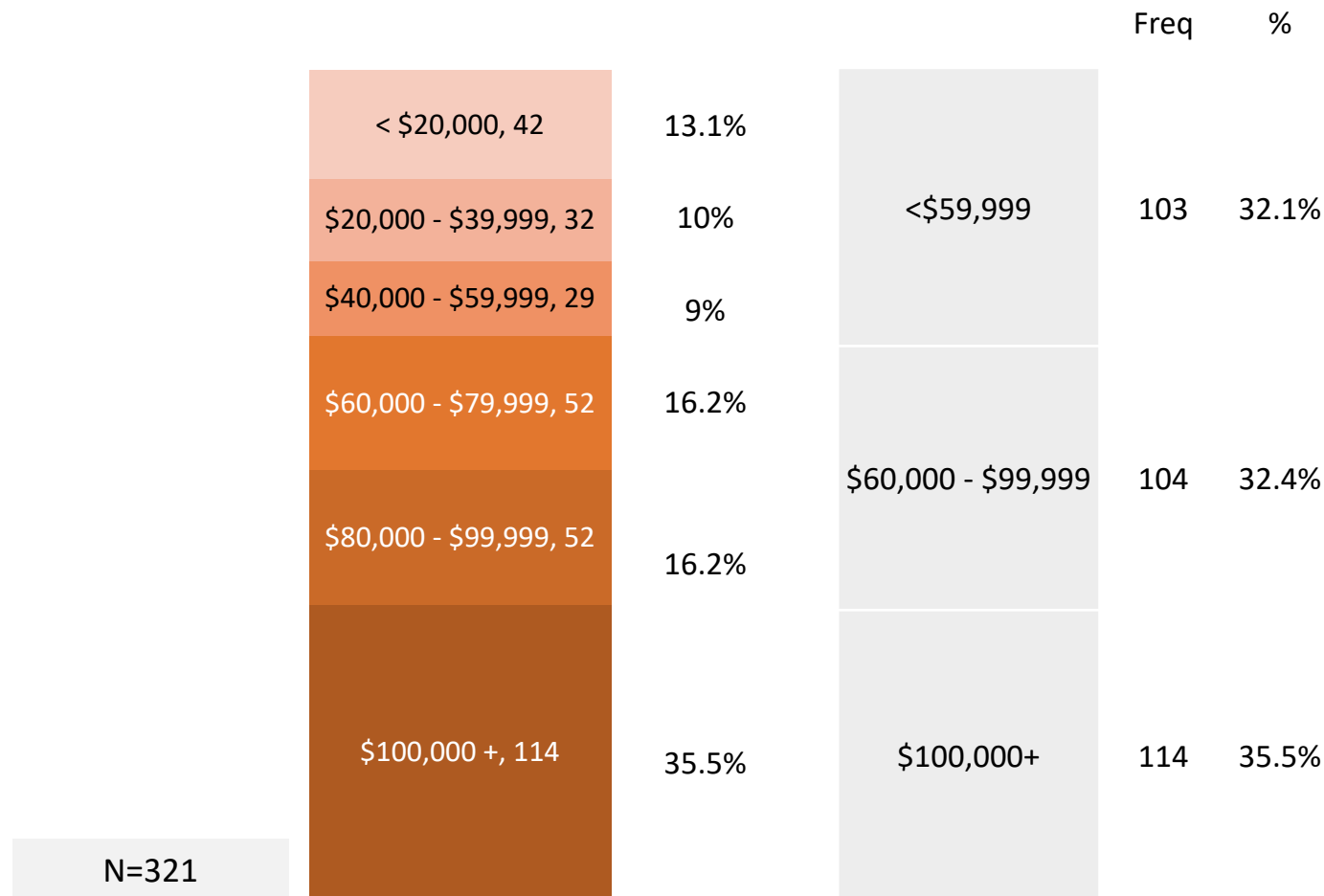


N=511



[Oberlin Census:](#)
 94.0% High school graduates
 40.2% Bachelor's degree

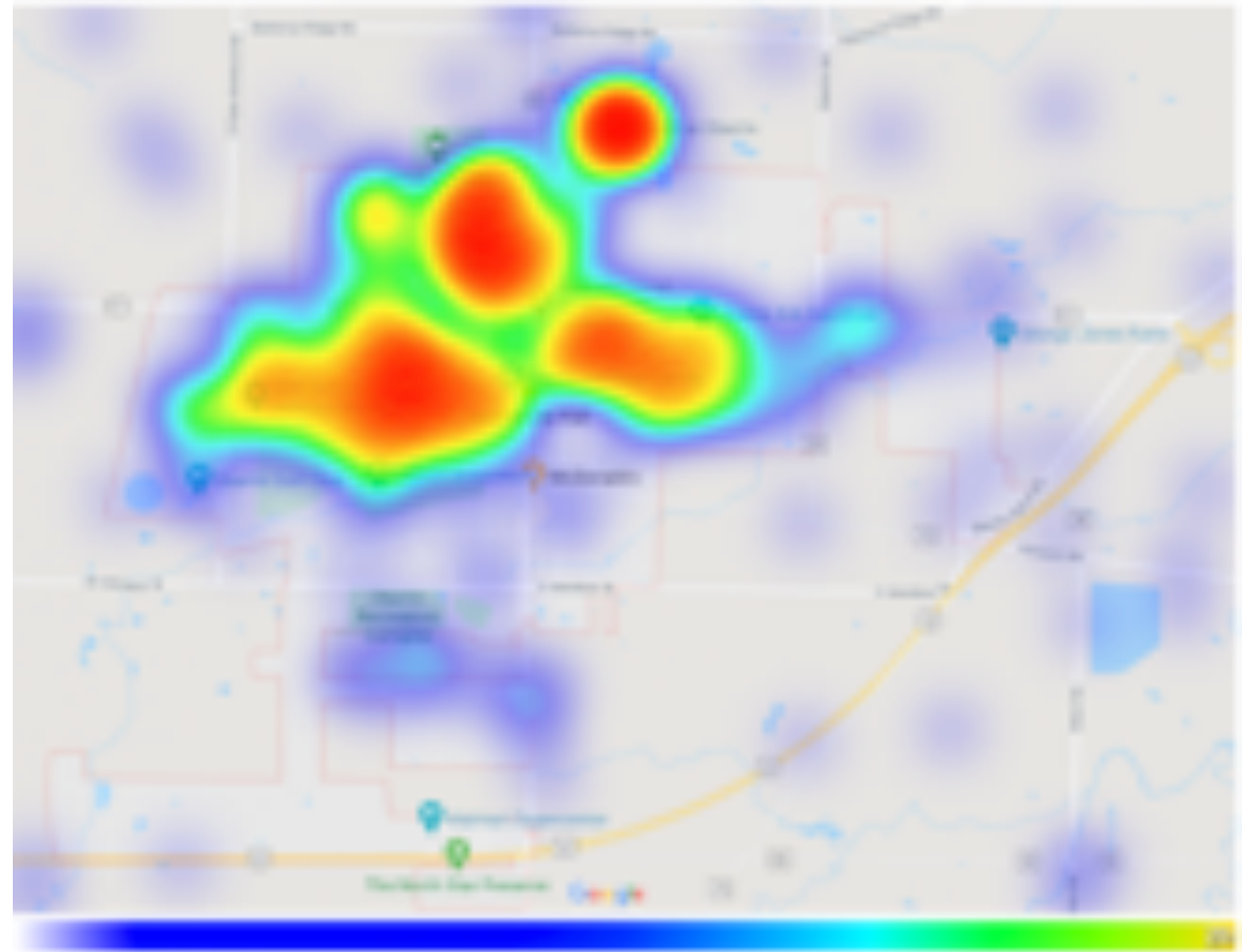
Household Income per Year



[Oberlin Census:](#)
Median Household Income: \$52,255

Location: Survey respondents are reasonably spread out

	N
NW quadrant	125
NE quadrant	26
SW quadrant	193
SE quadrant	71
Other	22
Total	437



Essential demographics data compared: This survey has more representation of POC, SE quadrant, and low-income group

	2012 Community Survey	2016 Community Survey	2020 Recycling survey	This survey
POC N (%)	25 (21.4%)	14 (16%)	/	94 (19%)
SE Quadrant N	35	/	25	71
Low Income N (%)	33 (50%)	18 (29%)	/	103 (32%); 72 (22%) non-student