

RESEARCH



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Client: UNT Transportation Services | SWOOP Agency

Team Lucky conducted ...

5 Methods of Primary Research

General consumer survey

- Composed of quantitative and qualitative questions, we received 373 responses.

55 man-on-street interviews

- Conducted one-on-one interviews with the community.

Ethnographic research

- Observed parking lots and parking behaviors.

Social listening

- Scrapped the internet for social commentary and data.

Competitive analysis data

- Investigated other universities' parking and transit services.

Evaluated responses=373. Total responses= >400*

SURVEY

PISSED OFF
ABOUT
UNT
PARKING?

Students • Faculty • Staff • Visitors

CHANGE STARTS
WITH YOU!

We want your thoughts
on UNT parking!



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What did we want to accomplish with a survey?

- **Gauge overall sentiment** toward UNT Transportation Services to establish a baseline for future improvement.
- **Understand current perceptions** and associations consumers have with the department and its services.
- **Identify common misconceptions** about parking policies, funding, and available transit options.
- **Assess perceptions of pricing** fairness among current permit holders.
- **Uncover emotional pain points** and frustrations related to campus parking and transit experiences.

How we did it.

- **We promoted our survey** primarily through flyers posted around the UNT campus, online social channels, and in-person activation through word-of-mouth.

UNT Transportation Services sold 18,000 parking permits for 2024-2025; we aimed for a sample size of 377 to achieve a 95% confidence level with a ±5% margin of error. We received 373 completed responses.

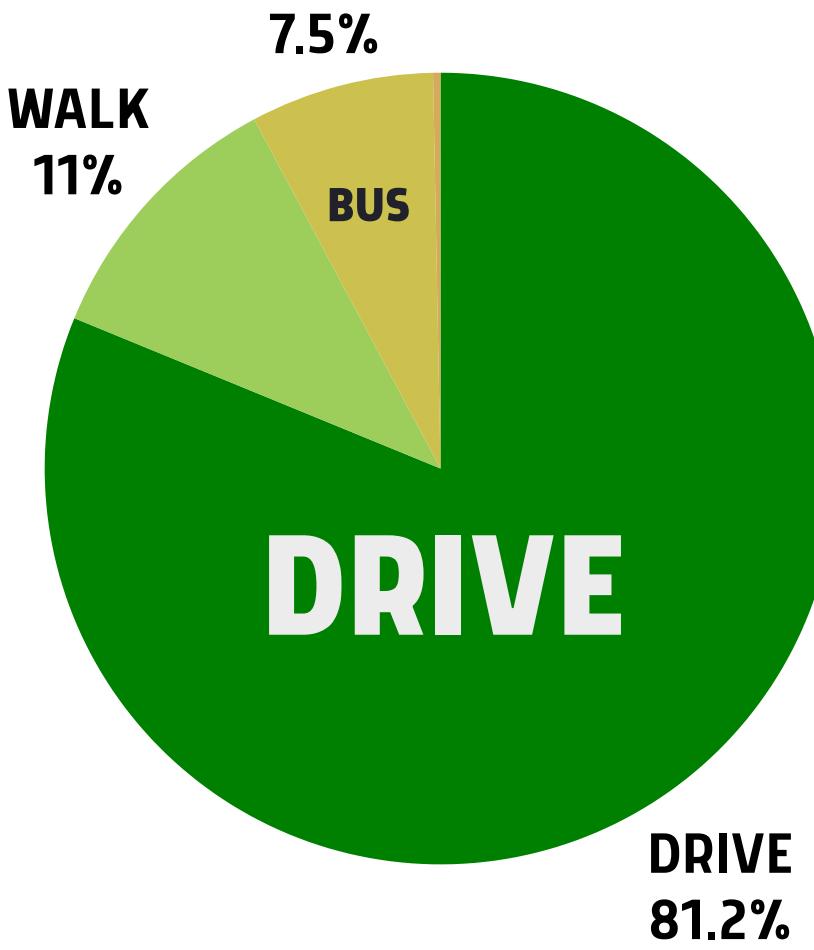


An overwhelming number of UNT Denton
commuters are **Eagle Permit holders** competing for
parking in the **same lots** on the east side of campus.



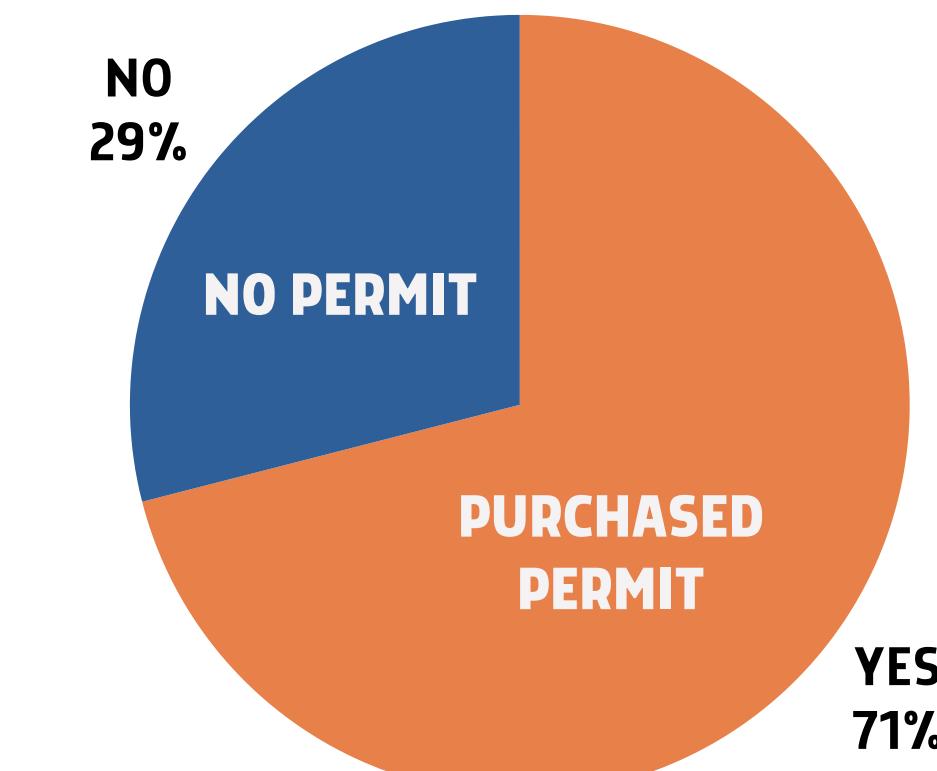
Most respondents drive to campus.

How do you get to campus?



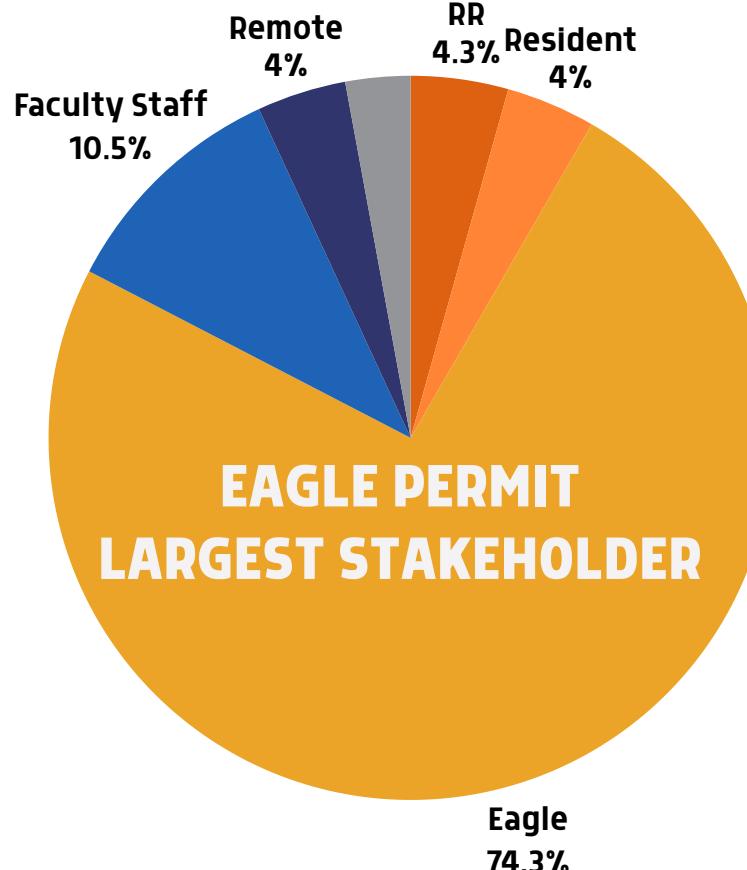
Most respondents purchased a permit.

Do you have a permit?



Most permit holders bought an Eagle Permit.

If you have a permit, what kind did you buy?



Most Eagle Permit holders attempt to park in the same lots at campus center.

What parking lot do you use the most?

55% of Eagle Permit holders use **internal parking Lots 55 or 54**, despite these lots making up a small portion of total Eagle spaces available.

An overwhelming amount of UNT Denton commuters are **Eagle Permit holders** who are competing to park in the same limited-capacity lots at campus center.



Parking availability is the #1 concern.
**Most parkers feel that there is not enough space
for them to park on campus.**



"If you could change one thing about parking or transportation at UNT, what would it be?" (Open-ended)

We sorted this question by which theme appeared most frequently. Our rationale for this question was to identify the top frustrations mentioned by respondents.

This qualitative sorting allowed us to identify the **top three frustrations**.

We analyzed the open-ended responses by assigning thematic tags to each comment.

Since many responses addressed multiple issues, each was allowed to convey more than one theme.

FRUSTRATION #1

FRUSTRATION #2

FRUSTRATION #3

INSIGHTS (PERCEPTIONS)

#1 **PARKING AVAILABILITY**

They feel there isn't enough parking.

#2 **PERMIT COST**

They feel parking permit cost is too high.

#3 **NEW INFRASTRUCTURE**

They feel more parking lots are needed especially parking garages.

Q1 Theme	Times Mentioned	Percentage
Parking Availability	293	79%
Permit Cost	118	32%
New Infrastructure	40	11%
Construction Impact	30	8%
Remote Parking / Lot Distance	22	6%
Bus Service Issues	19	5%
Tickets / Citation Fairness	12	3%
Signage / Wayfinding	4	1%
Positive Feedback / No Issues	3	1%



Most of the UNT community **do not know the name of the entity responsible for parking and transportation**, or recall receiving any parking information at their orientation.



"Name of the organization responsible for parking and transportation at UNT."

We asked all respondents to identify the correct name of the department responsible for parking and transportation at UNT.

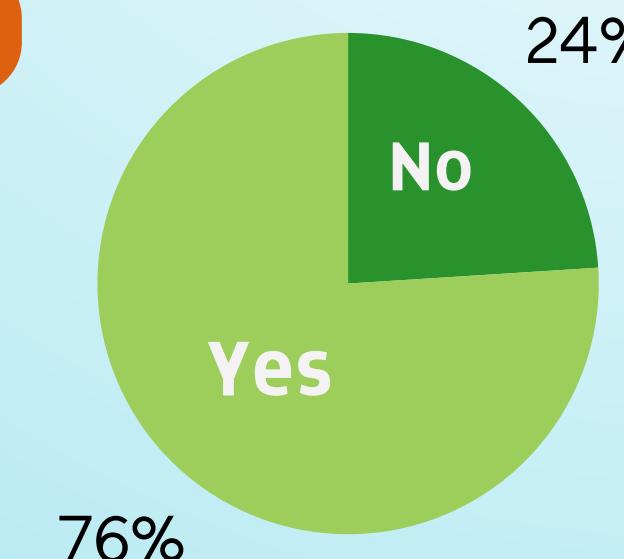
67% could not correctly name the department responsible for parking and transportation at UNT.

UNT Parking and Transportation Services	48%
UNT Transportation Services	33%
Unsure	17%
UNT Parking Services	3%

"Have you visited the UNT Transportation Services Website?"

We asked all respondents whether they had visited the UNT Transportation Services website.

76% said Yes, while 24% said No.



"Learn about parking at UNT Orientation?"

63% of students who purchased a parking permit said they did not learn about parking during orientation.

Combined with those who answered "Maybe," a total of **81% could not confidently say they received any parking information during their orientation.**

"What would you check social media for?"

We asked all respondents what they would check UNT Transportation Services social media for. Respondents were allowed to check multiple choices.

Overwhelmingly, they said they'd like to see real-time traffic updates.

Lot Updates	29%
Construction Reroutes	28%
Traffic Updates	20%
Parking Tips	12%
Other	10%



There's not much love for UNT parking,
but **the campus squirrels are winning hearts.**

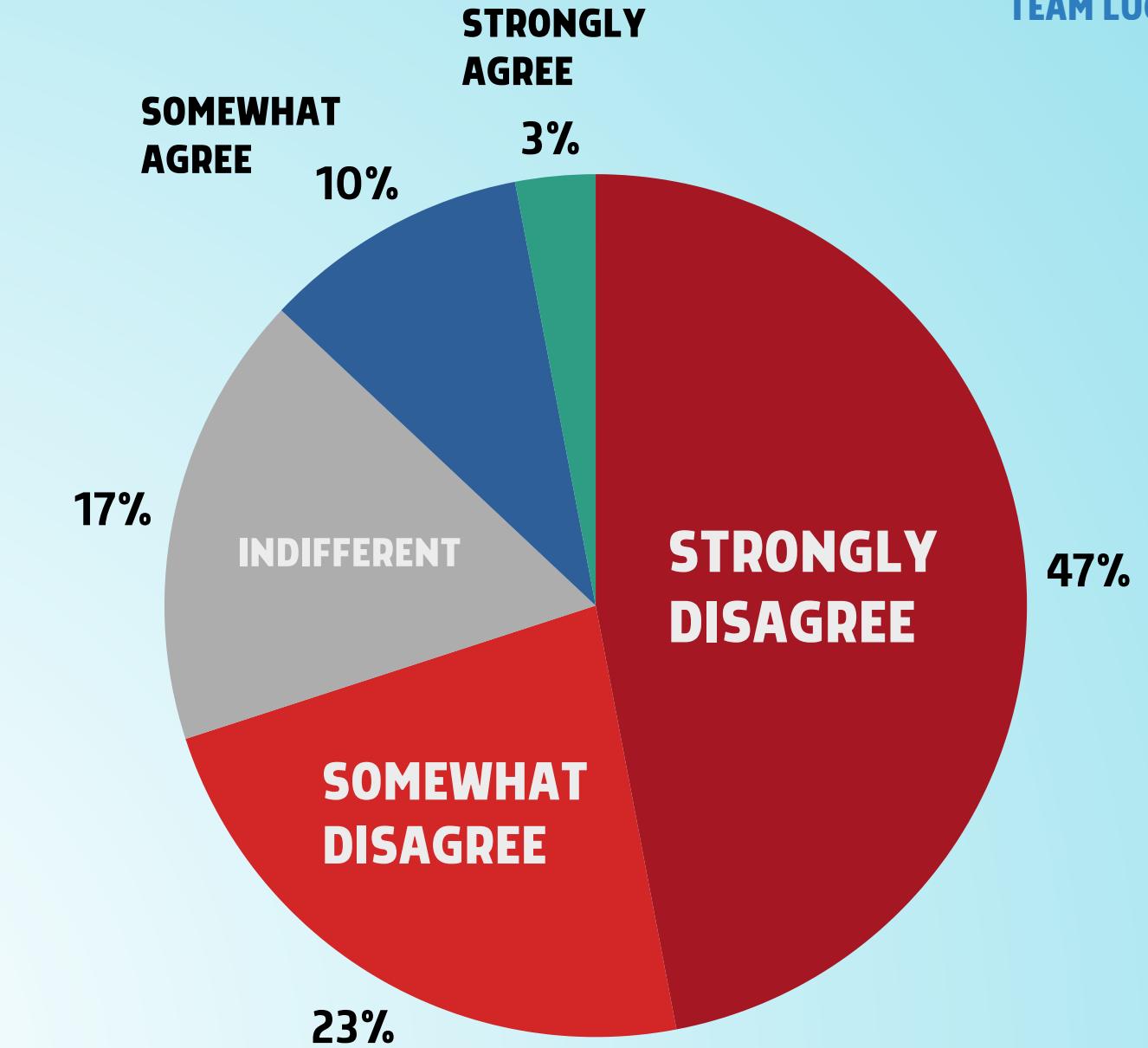


CONSUMER SENTIMENT

Who loves parking at UNT?

To establish a baseline of consumer sentiment we asked all respondents, “**How does the statement ‘I love UNT Parking’ relate you?**”

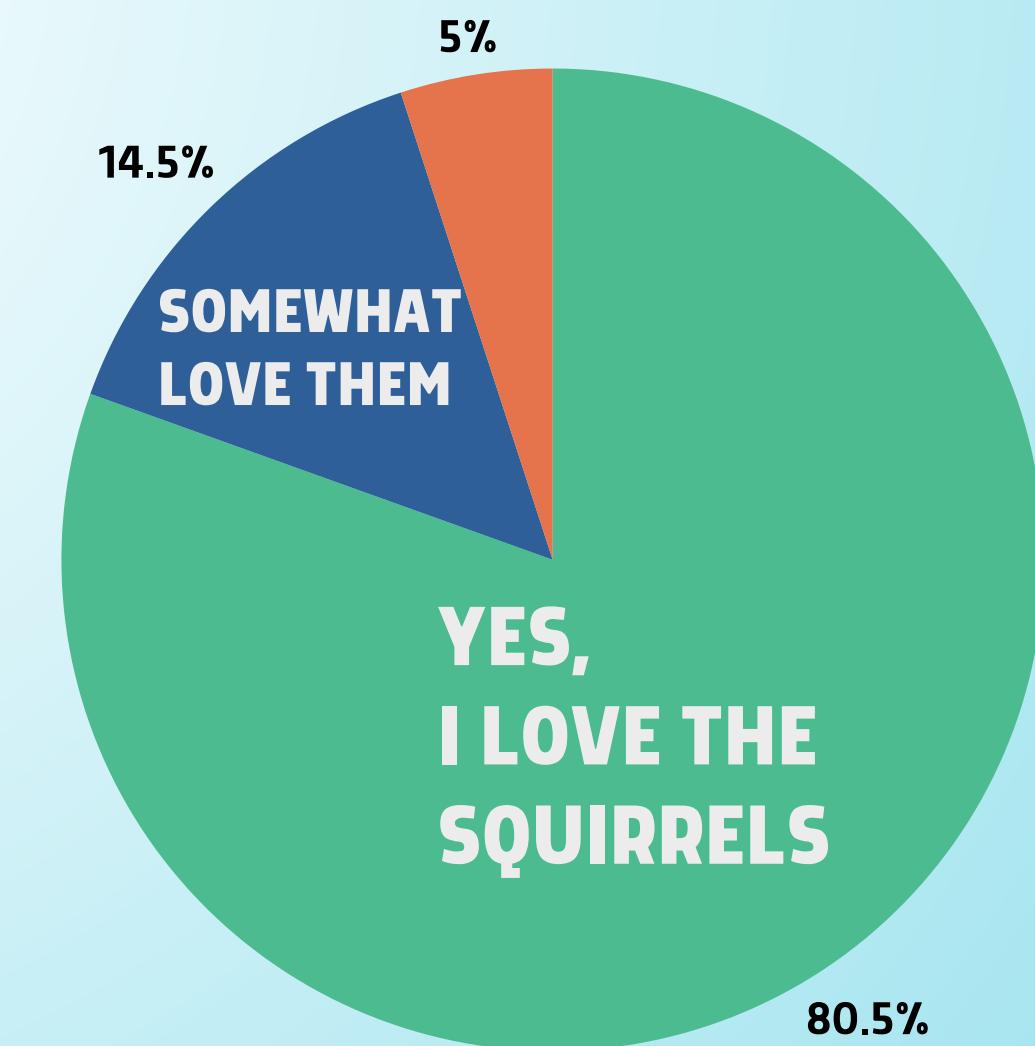
There isn't a lot of love for UNT parking.



Who loves the campus squirrels?

We asked “Do you love the squirrels on Campus?”

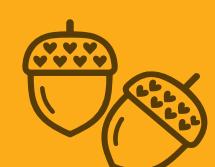
The campus squirrels are clearly winning over hearts.



“

To move forward, we first had to listen.

”



INTERVIEWS





55 INTERVIEWS CONDUCTED

Why interviews?

We conducted man-on-the-street interviews with the goal of gaining an understanding of the current perceptions of parking and transportation at UNT in an unfiltered candid way.

How we did it.

We promoted our survey and interviews by standing in high-traffic areas with a white board over the span of two days.

We asked people how they felt about the parking situation. Some respondents wrote their response on the board others told interviewers their sentiments.

Where?

Outside the UNT Union, Hurley Administration Building and W. Highland Street.

We identified 3 common themes...



“

I have to get here an hour early to find parking and get an education.

”



Not enough parking/hard to find a spot

“Had to park in the [Denton] square the first day of classes.”

-Commuter Student

“They need to build more parking. I get to campus at like 8-9am, my class is at 12:30. I do bullshit just waiting around.”

-Commuter Student

“Not enough parking. Everywhere is full!!””

-Commuter Professor

Cost/affordability complaints

“It’s way too expensive for college students! Should be included in tuition.”

-Commuter Student

“Parking should be free at DORMS.”

-Resident Student

“Parking should be free after 7pm.”

-Commuter Student

Calls for better infrastructure/alternatives

“I parked in a handicapped spot, there was no signage...blue paint was so faded that you couldn’t tell it was handicapped, now I’m furious I have a \$250 parking ticket.”

-Commuter Professor

“I’m trying to visit my kids for lunch at Avesta (The Union Building) and I was stuck in the freezing cold trying to download the new parking app so I would not get a ticket.”

-Visitor Parent

“Build a garage for commuters!”

-Commuter Student

“Handicap parking is 200ft away from building.”

-Commuter Student

UNIVERSITY PARKING AUDIT

Why a university parking audit?

We conducted an audit of public university parking with the goal to determine an average regional and national price for commuter parking at public universities. We also wanted to compare the names of each department responsible for parking and transportation. We wanted to have a firm grasp of industry competitors on a national and regional level.

How we did it.

We achieved this by comparing 16 public universities in Texas and neighboring states.

- Louisiana, Arkansas, Oklahoma, and New Mexico
- 30 non-regional public universities on a national level, which were picked at random.

We compared 46 public universities parking and transportation departments in total.

AUDIT FINDINGS OF 46 PUBLIC UNIVERSITIES

ANNUAL COMMUTER PERMIT

REGIONAL AVERAGE

\$199

TEXAS AND
NEIGHBORING STATES

UNT

\$275

EAGLE
COMMUTER PASS

NATIONAL AVERAGE

\$380

REGIONAL + NON-
REGIONAL STATES

*Our preliminary research suggests that of 46 U.S. public universities (16 universities in Texas and neighboring states, and 30 non-regional public U.S. universities) **UNT's annual commuter parking price is 37.9% higher than the regional average and 23.6% lower than the national average.**

REGIONAL TOP 3 BY PRICE

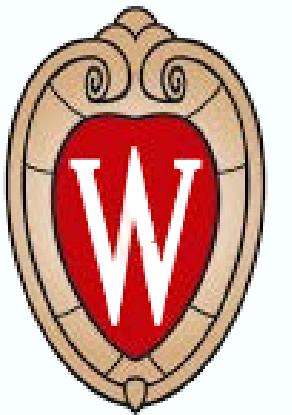
#1 Arkansas State University - \$70 per year (August to August)

#2 Texas State University - \$77 per school year

#3 Louisiana State University - \$100.00 per school year

*Our preliminary research indicates that **UNT ranks #11 (Eagle Permit) \$275 per school year** in regional affordability for commuter parking among 15 other public universities in Texas and neighboring states; this rating excludes UNT's RM Remote lot permit at \$195.

Who Is doing it best?



- **University of Wisconsin, Madison**
 - 75% are commuters
 - 52,097 students overall
 - Named Organization of the Year by the International Parking & Mobility Institute.



- **University of California, Los Angeles**
 - 62% are commuters
 - 46,676 students
 - UCLA won the Transportation Demand Management Excellence Award
 - (Higher Education category)
 - Offer a carpool discount to commuters who share a permit.



- **University of Buffalo, NY**
 - 67% are commuters
 - 31,903 students
 - Received the Excellence in Transportation Demand Management Award in the higher education category.



SOCIAL LISTENING

The background features a network graph with various colored circular nodes (red, blue, orange) connected by thin lines, symbolizing social connections. A prominent red node in the center contains a white person icon. Below it, a large blue node contains two acorn icons with small hearts on them. The network is set against a dark background with a vertical strip of acorns on the left and right edges.

SOCIAL LISTENING

Why social listening

We audited various social media channels with the goal to find what is being said about UNT Transportation Services online. We wanted to know if the same beliefs and sentiments reflected what we found in our survey and interviews.

How we did it.

We built our own “**Reddit scraper**” software in **Node.js** to harvest:

- **52** r/UNT subreddit posts and **374** comments

We manually extracted:

- **102** Google Reviews

We monitored the official Transportation Services channels (Instagram, Facebook, Twitter/X)



reddit

RESEARCH

r/UNT threads that mentioned “parking”

- **Lot 20 is the most mentioned topic on Reddit threads (67.3%):**

- Lot 20 is cited as always available for parking, but it is inconvenient.
- Users are skeptical about shuttle reliability and walking time.

"Lot 20 will always have space, even if it's not as convenient as where you'd like to park."

— grabbyhands1994

"There used to be more bus routes that go to lot 20, but DCTA closed the bus stops or moved the routes to make them practically unusable..."

— Alien_dude2

Google Reviews ★★★★☆

The most common imagery to come up in Google reviews of UNT Transportation Services were:

- “Vultures”
- “Leeches”
- “Scam” or “Scammy”
- “Greedy”

This language reflects not just dissatisfaction but a sense of exploitation, betrayal, and deep distrust.

“
Lot 20 will always have space, even
if it's not as convenient as where
you'd like to park.

”

-Grabbyhands1994

