

# DARTMOUTH STRATEGIC MASTER PLAN

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**Analysis and Outcomes of the  
May 2019 On-line Survey**

# SURVEY INTRODUCTION

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The Master Plan survey was developed to help us **better understand the existing campus** and its regional and global presence as a place of learning, scholarship, recreation, reflection, and as a **home away from home** for the Dartmouth community.

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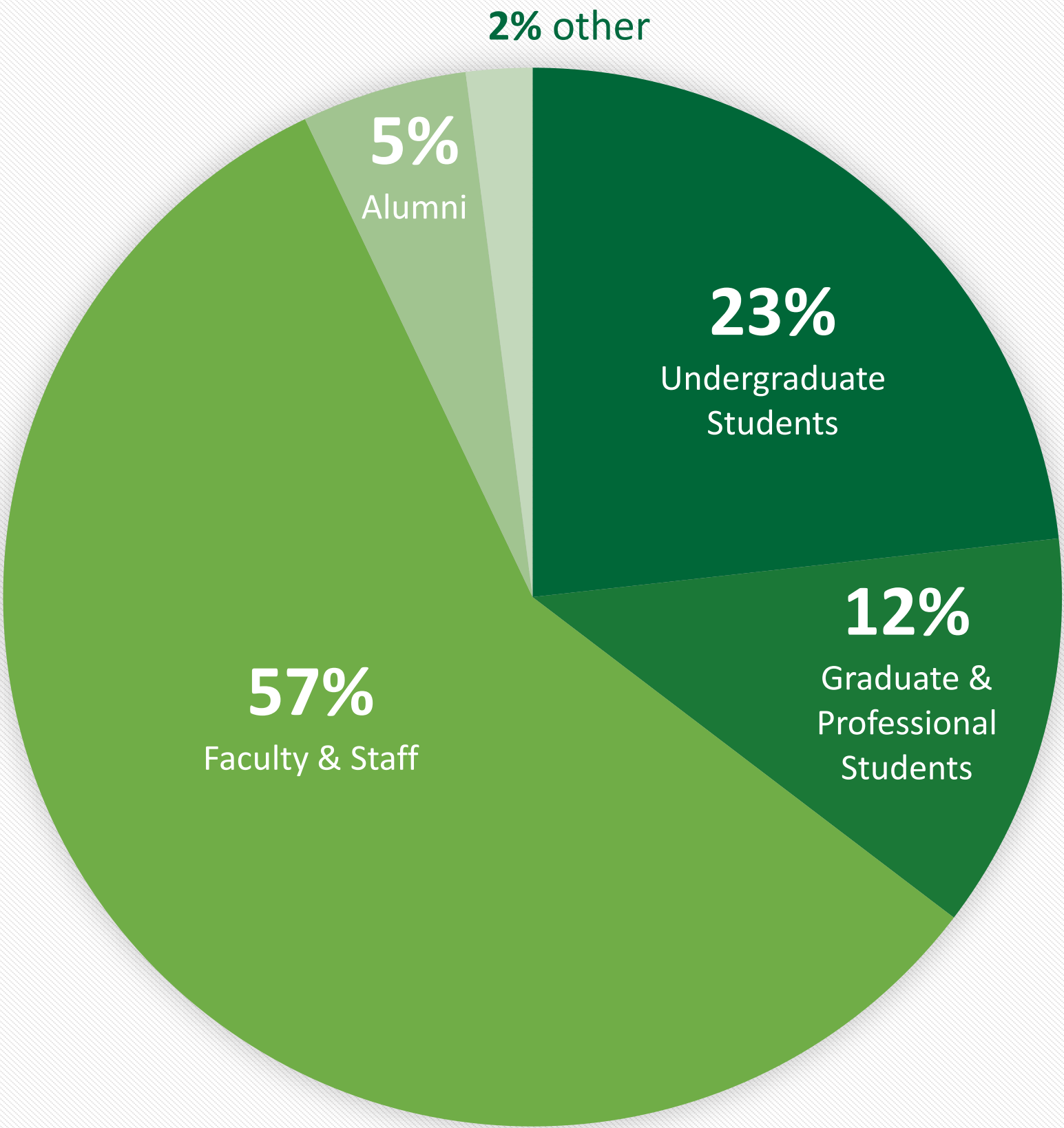
Through this survey we learned more about how the campus functions today, by **evaluating patterns of usage and access**. We also heard from the community at large about the **critical issues and themes** that should be addressed through the Master Planning process.

# SURVEY OVERVIEW

## 2,198 Responses

The survey queried:

- How people **perceive campus character**
- Issues related to **campus life** and well-being
- How frequently **Dartmouth holdings** are utilized and for what purposes
- Commuting and **transportation** habits
- How **Downtown** and the **Upper Valley** can better serve the needs of our community



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# CAMPUS CHARACTER & IMPRESSIONS



## CAMPUS CHARACTER & IMPRESSIONS

# Word Association Synthesis

- Dartmouth is characterized by its **beautiful, rural** New England setting and its **quaint, walkable, and historic** campus.
- While people love Dartmouth's **small, tight-knit community**, there are also some underlying feelings of **isolation and exclusivity**.





# CAMPUS CHARACTER & IMPRESSIONS

## Synthesized Survey Comments:

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- Maintain the **historic, small town and rural** campus character, which is uniquely Dartmouth
- **Preserve green space** and create cohesive open spaces with pathways through campus
- **Limit the creation of new parking lots** in the interstitial spaces of the core campus – these parking lots have led to **a fragmented experience of campus** open spaces
- **Prioritize renovation** and maximize the existing built campus footprint before building on greenfield sites
- Ensure that renovated or newly constructed buildings and spaces are **harmonious with the Dartmouth campus character & aesthetic**

“The Strategic Master Plan needs to address the **succession of places and spaces** on campus. [For example] the new Hood Museum expansion is a careful consideration of the failings of the **siting and design** of the previous building... People should be guided outdoors between buildings, and outdoor spaces should be given the same level of planning work and upkeep as indoor spaces... **Dartmouth is truly a unique place**, and the master plan needs to focus on **maintaining the character of campus, from large strokes to small details.**”

– Alumnus

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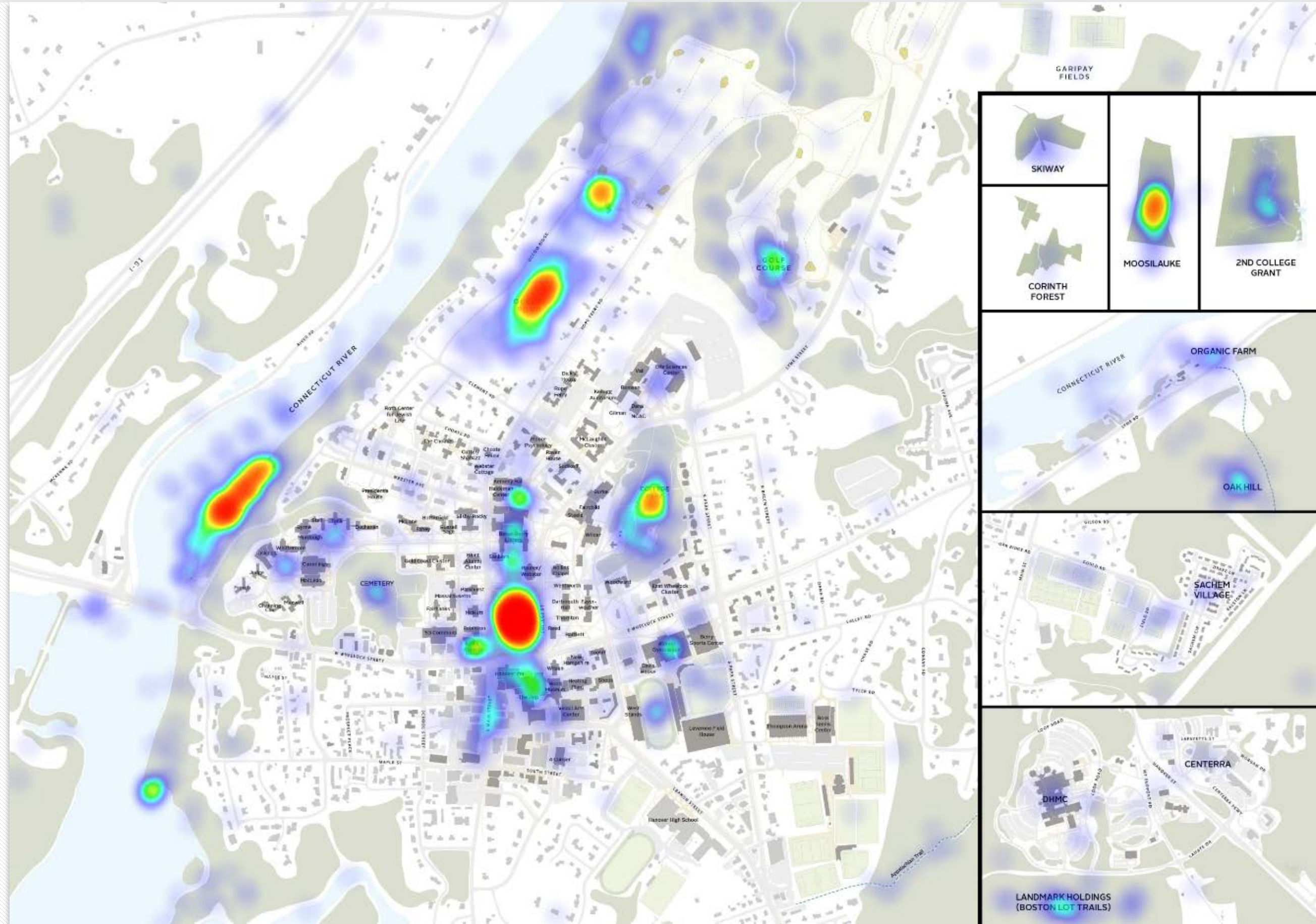
## **CAMPUS LIFE & WELL-BEING**



# FUN SPOTS IN WARM/SUNNY WEATHER

## Top 5 Locations

- The Green
- The Waterfront
- Occom Pond/DOCH
- Moosilauke
- College park

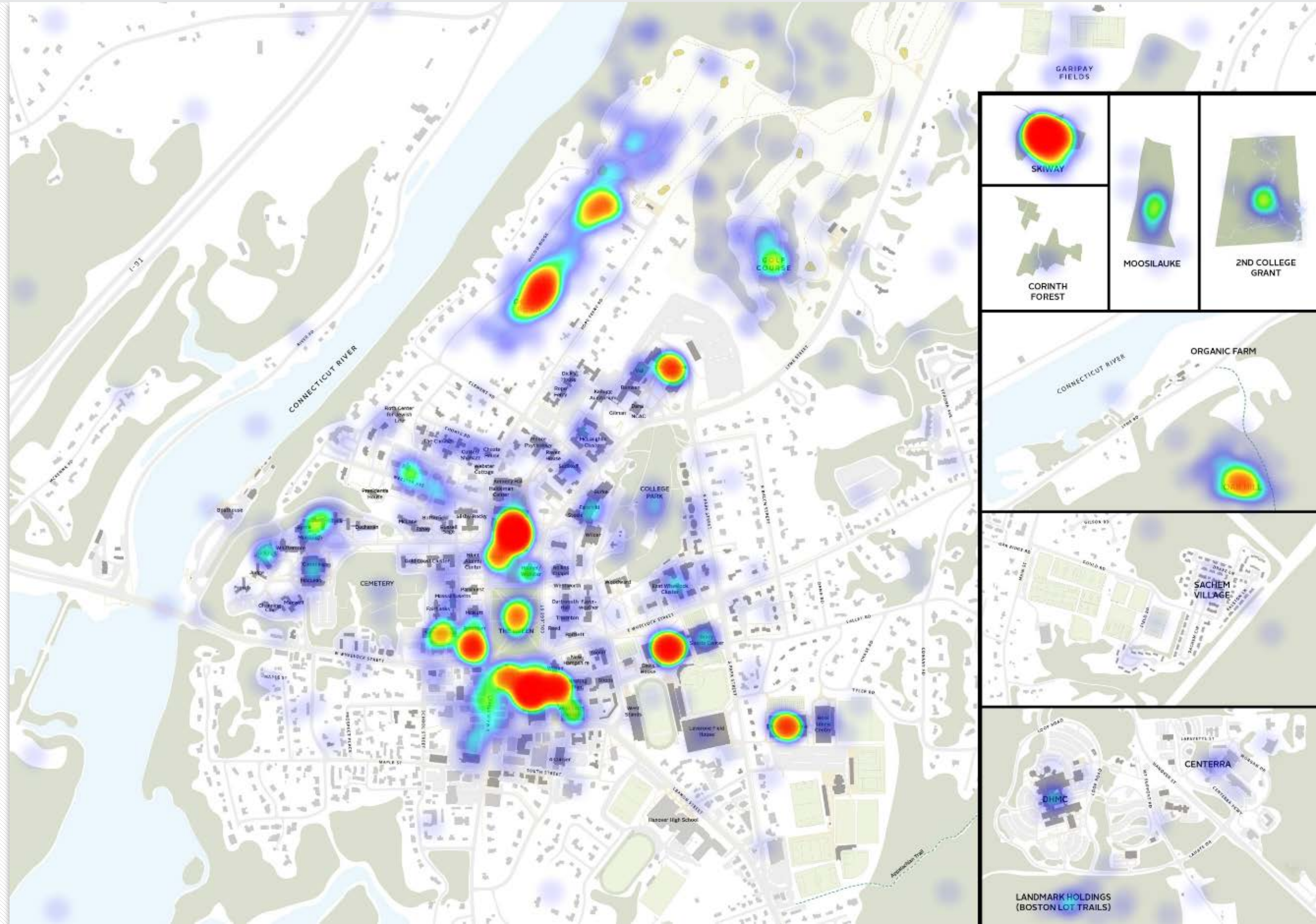




# FUN SPOTS IN COLD/INCLEMENT WEATHER

## Top 5 Locations

- The Hop
- Baker/Berry
- Occom Pond/DOCH
- The Skiway
- Collis Center

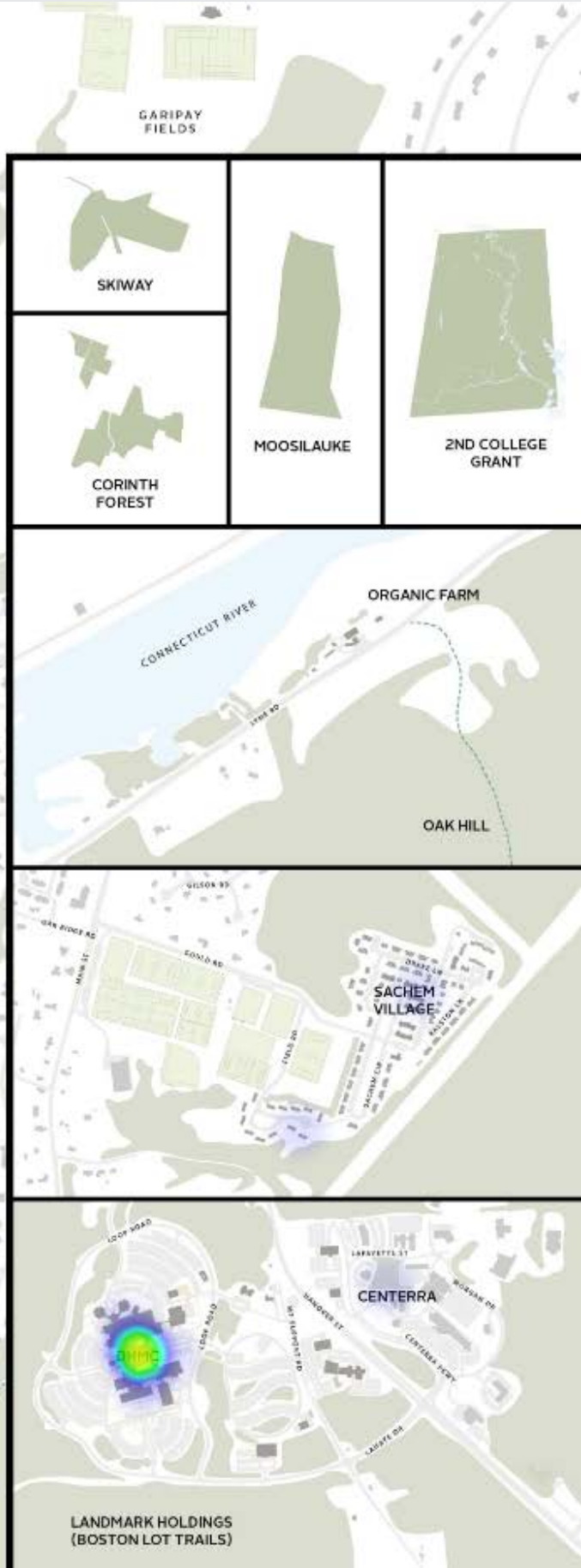
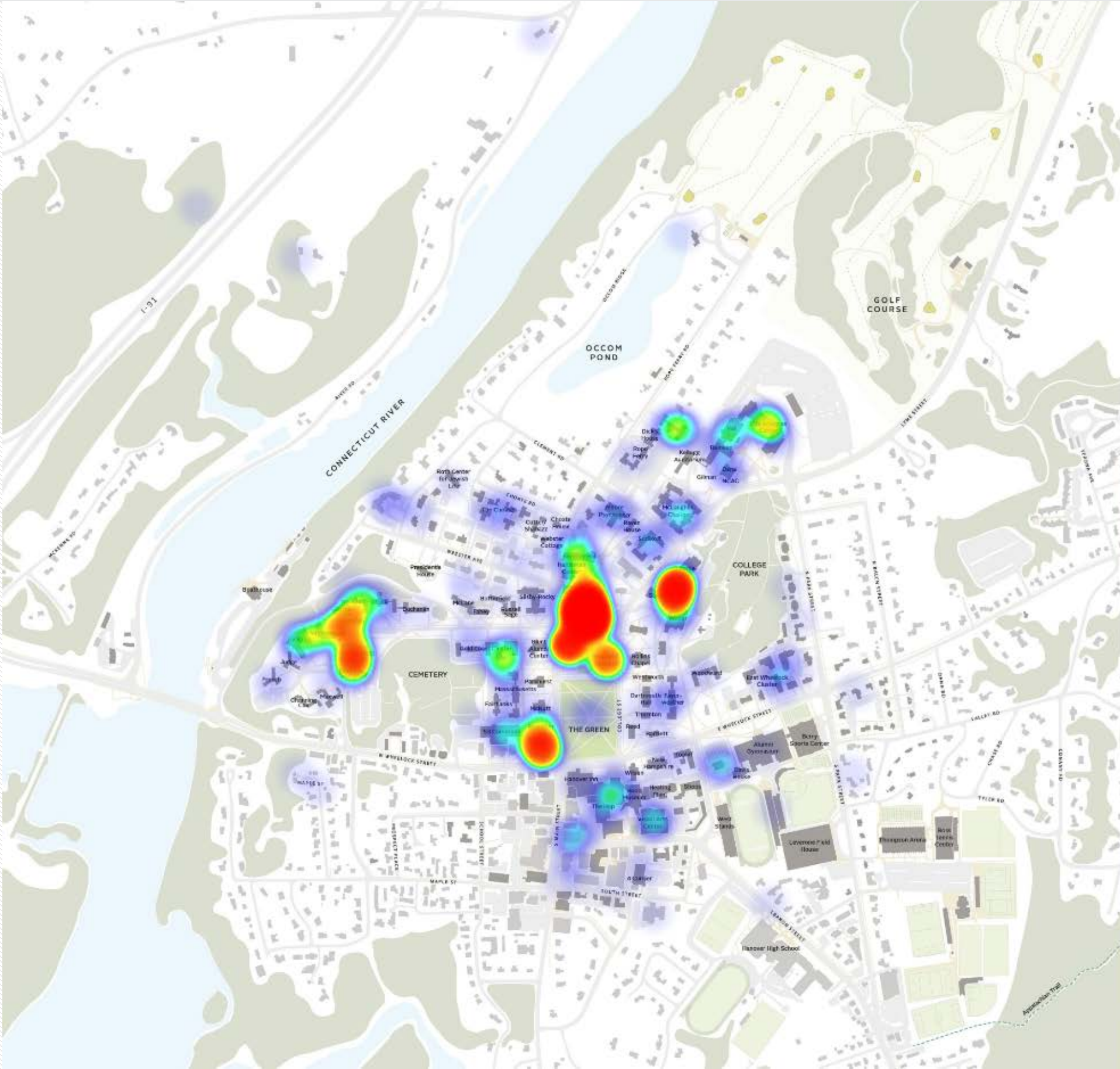




# FAVORITE STUDY SPOTS

## Top 5 Locations

- Baker/Berry/Sanborn
- Fairchild Tower
- Collis Center
- Glycofi Atrium
- DHMC

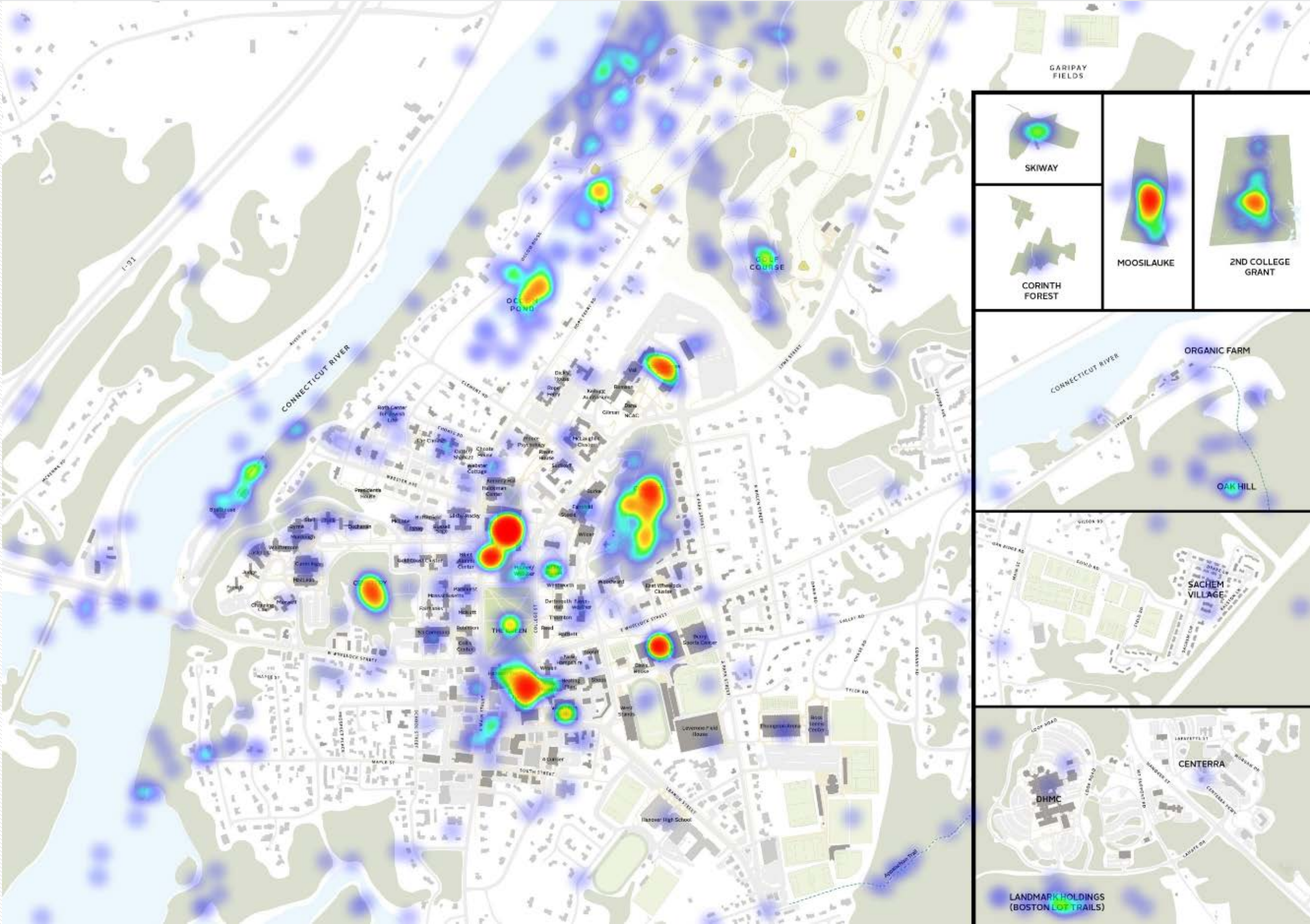




# SECRET SPOTS TO ESCAPE

## Top 5 Locations

- Baker/Berry/Sanborn
- The Hop
- College Park
- Alumni Gym
- Moosilauke





## Synthesized Survey Comments:

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- **Renovate old buildings** to bring them into the 21st century and ensure equity, inclusivity, and accessibility.
- **Expand opportunities for dining** and make it more flexible – improve access for lower income students
- **Create more spaces that allow for student agency** and which provide social alternatives to the Greek system
- **Invest in the organic farm** to expand opportunities for experiential learning and establish it as an off-campus student space for socializing
- **Establish a dedicated space for graduate students** and institute a graduate student advocate
- **Improve access** to health and mental wellness services

**“Student quality of life** should be one of the **driving motivations** of the Strategic Master Planning process. Another new academic building is nice, but addressing **the aging dorms, food options, social life,** and other issues like creating spaces for **student wellness** will have a **far larger and more direct impact** on the day to day lives of the students living here.”

– Undergraduate Student



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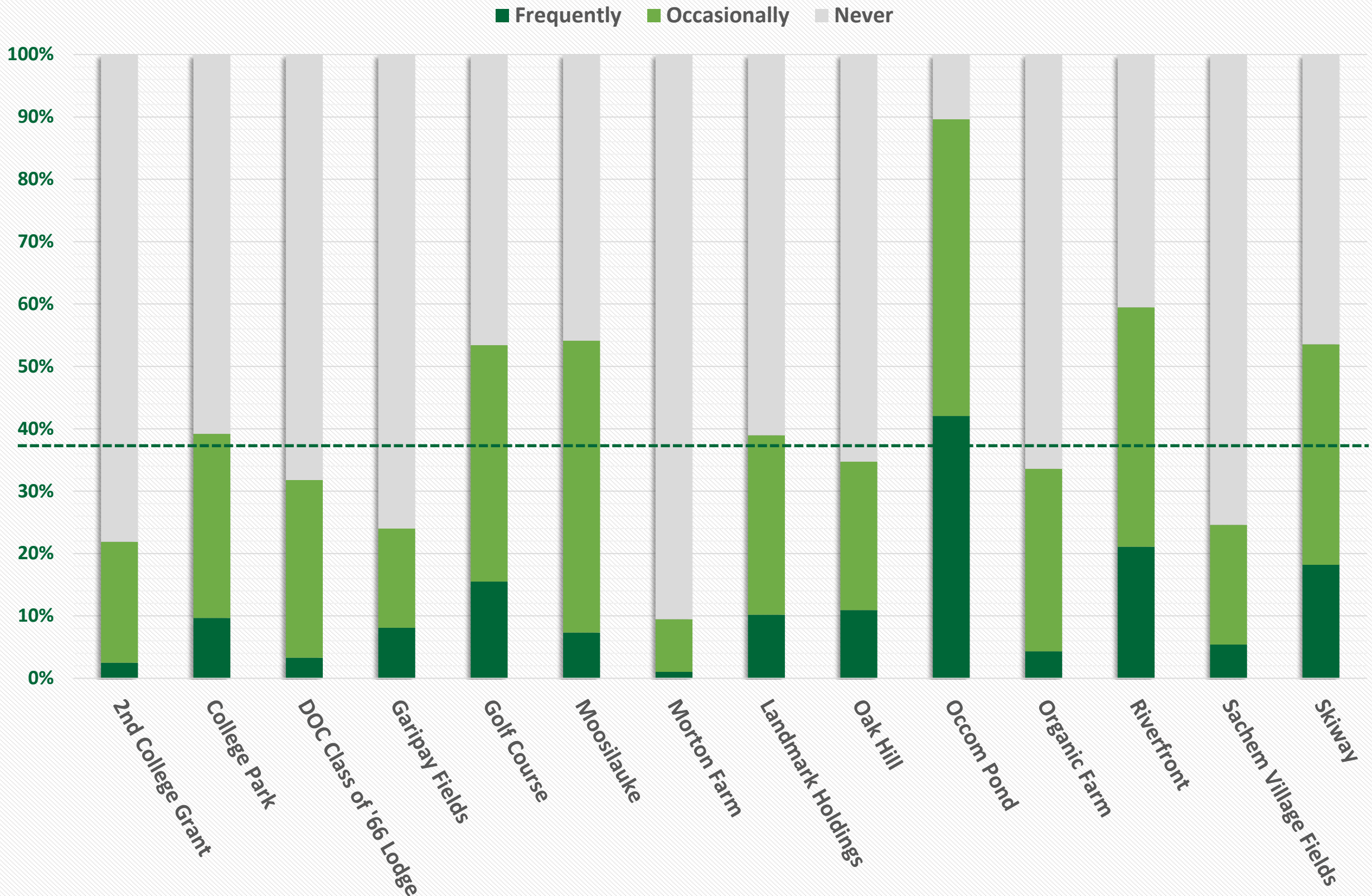
## DARTMOUTH HOLDINGS

# FREQUENCY OF VISITS TO “EXPERIENTIAL LEARNING” SITES

**Occom Pond**  
is the MOST frequently  
visited experiential learning  
property

**Morton Farm**  
Is the LEAST frequently  
visited experiential learning  
property

**37%**  
Median number of survey  
respondents who visit the  
queried properties  
frequently or occasionally





# REASONS FOR VISITS TO “EXPERIENTIAL LEARNING” SITES

## Occom Pond

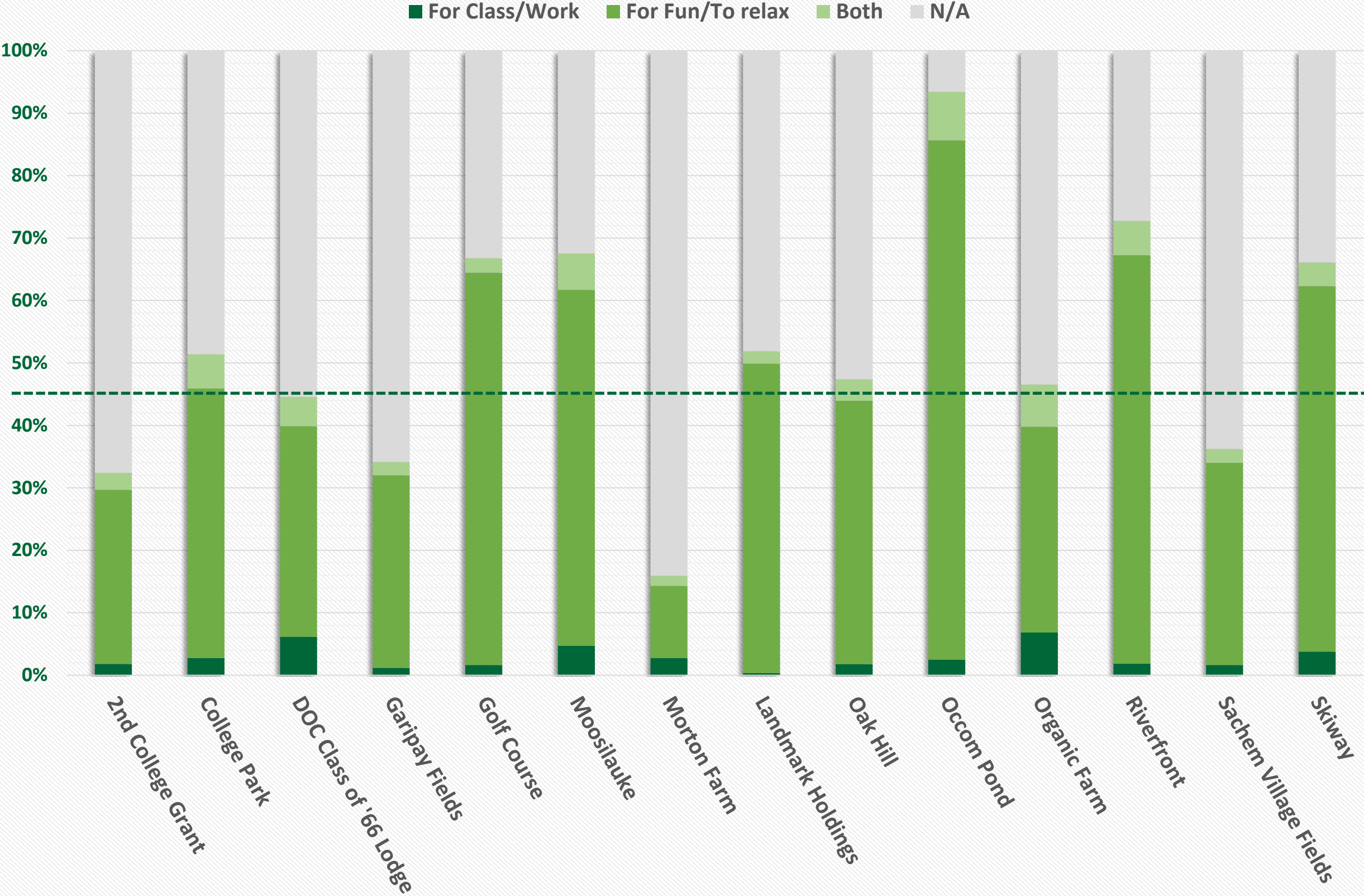
The MOST frequently visited site for Fun or Relaxation

## Organic Farm

The MOST frequently visited site for Class/Work

45%

Average number of survey respondents who primarily visit the queried sites for Fun or Relaxation



## Synthesized Survey Comments:

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- Dartmouth's vast property holdings make accessing natural resources an **unparalleled collegiate experience** and this is a true asset to its identity
- The **experiential learning potential** of Dartmouth's Holdings should be **recognized and celebrated**, particularly for climate change, sustainability, and **environmental research**
- Properties could be **more robustly utilized** with strategically improved **infrastructure, facilities, and amenities**
- **Access to and awareness of** Dartmouth's holdings can and should be **greatly improved**

“Dartmouth is unique amongst its academic peers in the **closeness to natural and open spaces - this is a part of its identity**. As Dartmouth looks toward the future, particularly with regard to on-campus development, **open spaces and connectedness with the natural environment should be a critical factor in decision making**. Areas such as the Skiway, Moosilauke, the 2nd land grant contribute substantially to the Dartmouth experience and its identity.”

– Undergraduate Student



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# TRANSPORTATION

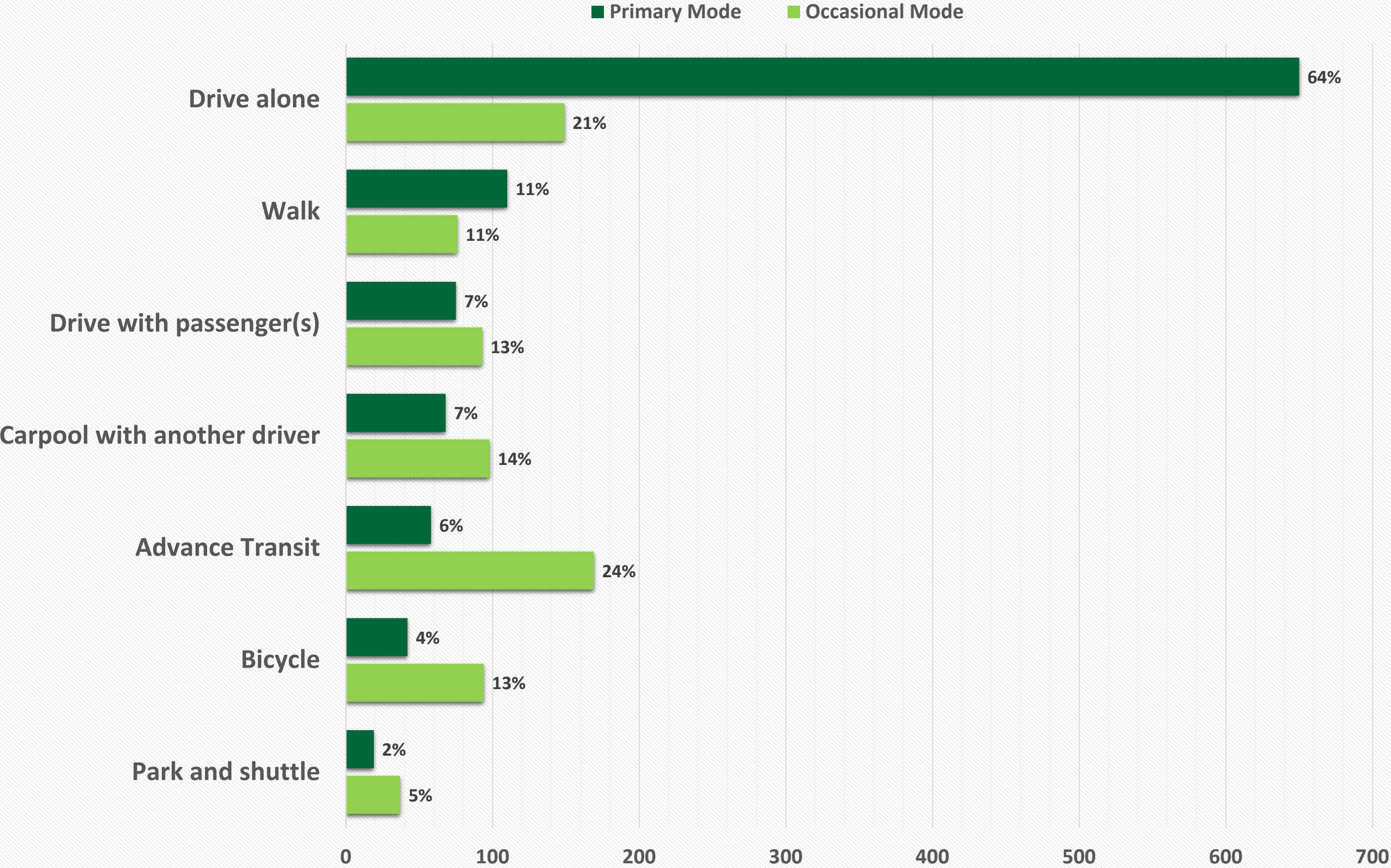
# PRIMARY COMMUTING HABITS

64%

of survey respondents  
drive alone for their  
typical daily commute

24%

of survey respondents  
use transit as an  
occasional mode to  
commute





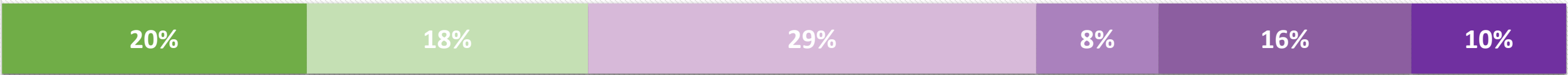
# SEGMENTATION OF OCCASIONAL MODES

## Primary Transportation Modes

## Occasional Transportation Modes

Drive Alone   Drive with Passenger(s)   Carpool w/ Another Driver   Advance Transit   Park and Shuttle   Bicycle   Walk

Those who Drive alone:



Those who Drive w/ Passenger(s):



Those who Carpool w/ Another Driver:



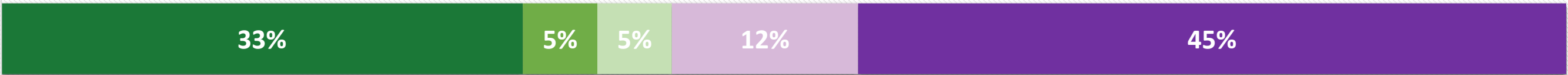
Those who Take Advance Transit:



Those who Park and Shuttle:



Those who Bicycle:



Those who Walk:



# REASONS WHY RESPONDENTS DO NOT CHOOSE TRANSIT

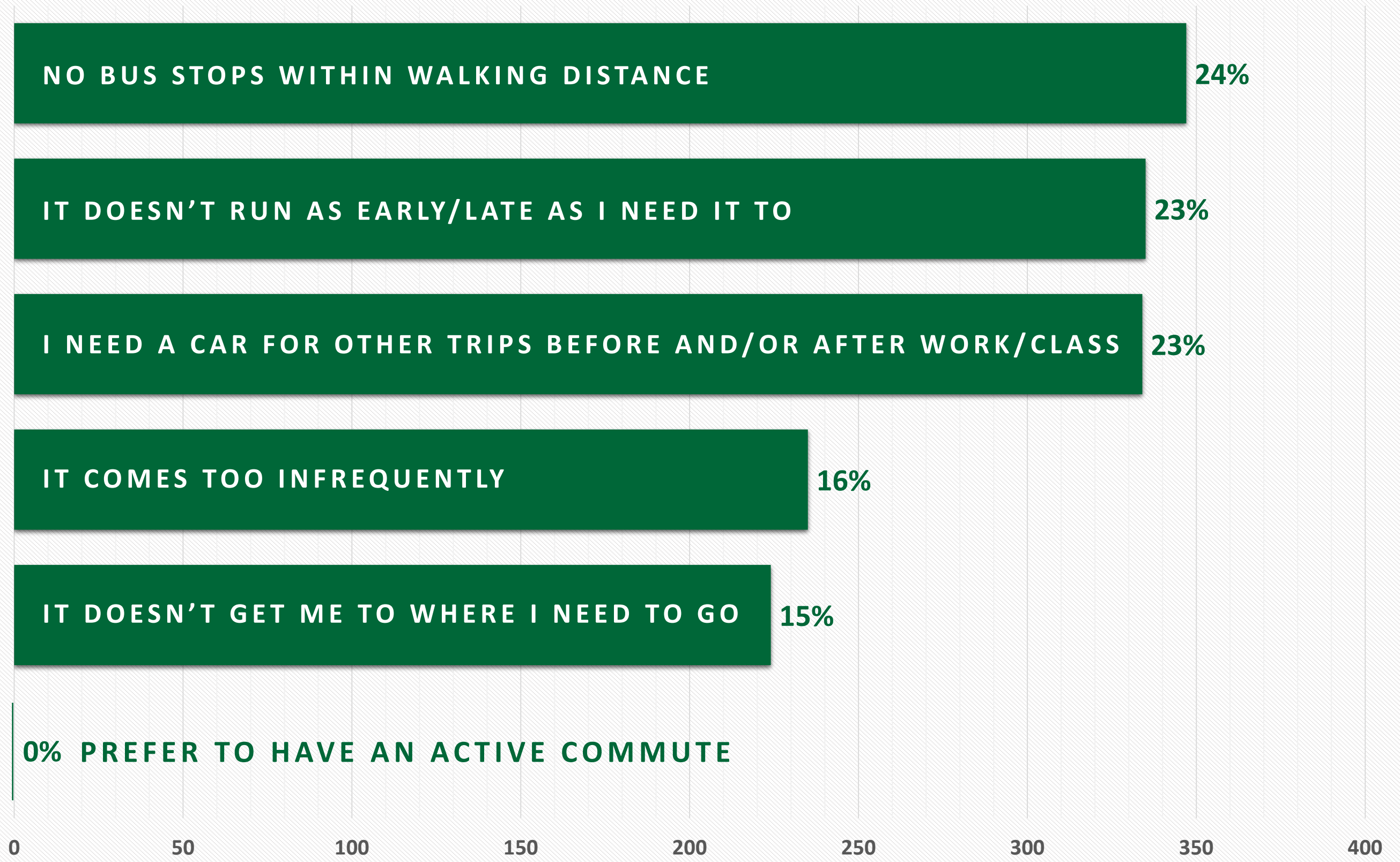
24%

of survey respondents do not choose to take transit because there are **no bus stops within walking distance**

23%

of survey respondents:

- **need a car for other trips before or after work/class**
- **feel that AT doesn't run early/late as needed**

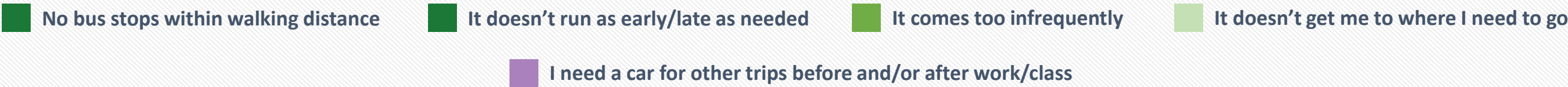




# SEGMENTATION OF USERS WHO DO NOT CHOOSE TRANSIT

## Primary Transportation Modes

## Reasons for not taking transit



Those who Walk



Those who Bicycle



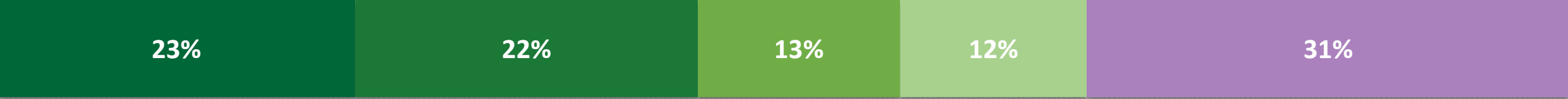
Those who Carpool w/ Another Driver



Those who Drive w/ Passenger(s)



Those who Drive alone



# TRANSPORTATION

## Synthesized Survey Comments:

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- **Parking, traffic, and the lack of transportation connectivity** are issues that are constraining the livability of Hanover
- There is a great need for **expanded hours of transportation services** to accommodate the diversity of scheduling needs and make taking transit more feasible for a wider audience
- Many graduate students **cannot afford to own a car or do not have the ability to drive** so it is important to provide them with adequate mobility options
- **Improving pedestrian and bike safety** and expanding the cycling network are high priorities

42%

of survey comments mention **parking** as a major issue, from scarcity to the negative impact on campus character

**“Lack of housing pushes staff further out from Hanover and then parking becomes insufferable in town** because we all need to commute in from the exurbs where no transit schema has ever been established... Fix the transit issue from the exurbs and parking gets better. **Fix the high cost of housing and fewer people will need to commute long distances.**

– Faculty/Staff Member



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## **DOWNTOWN & THE UPPER VALLEY**

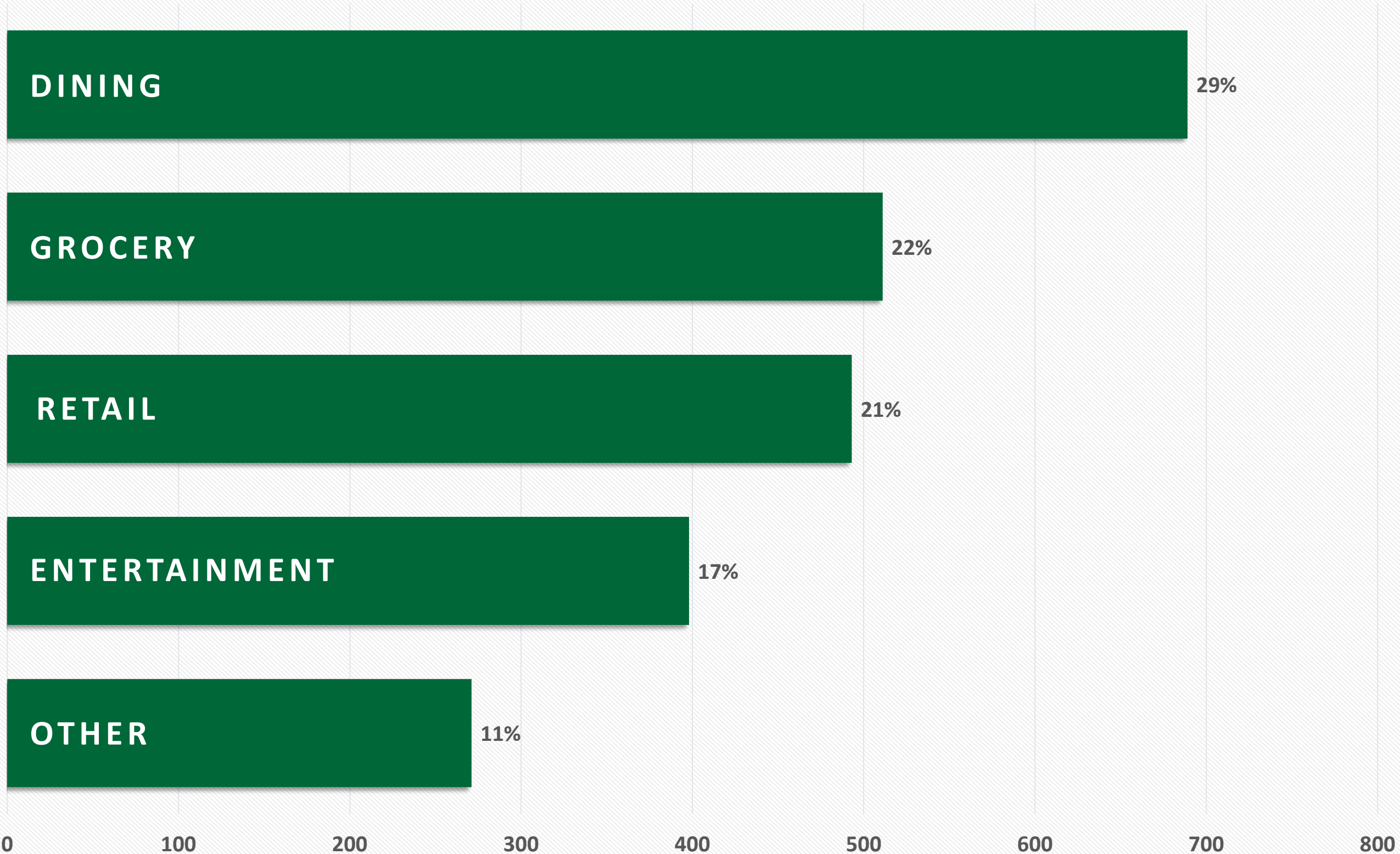
# DESIRED BUSINESSES IN DOWNTOWN HANOVER

51%

of survey respondents  
asked for more diverse,  
affordable, and healthy  
Dining & Grocery options

25%

of survey respondents  
who desire more options  
for grocery shopping  
downtown specifically  
mention Trader Joe's





# DOWNTOWN & THE UPPER VALLEY

## Synthesized Survey Comments:

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- The **vibrancy of Downtown** is seen as essential to maintaining Hanover as a **desirable place to live, work, and study**
- There is an **urgent need for affordable housing options**, which are walkable to campus and would not require commuting
- **A more affordable place to shop for groceries** is greatly needed and a grocer located Downtown would be convenient
- There is demand for a more **diverse** as well as **ethnic** selection of **quick, cheap, and healthy dining** options (ie Sweetgreen)

55%

of survey comments mention the availability of and access to **affordable housing** as a top priority

“Many graduate students and staff are commuting [to campus] but would **prefer to live in downtown Hanover**. If that is possible, the town and college **don't have to provide as much parking for commuters**. Another benefit of adding housing downtown is that **foot traffic increases**, which increases the "carrying capacity" for shops and dining facilities.”

— Graduate Student

# DOWNTOWN & THE UPPER VALLEY

## Comments Continued:

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- Hanover lacks **spaces that adequately support spouses** such as coworking offices and childcare
- People **lament the loss of the bookstore** and feel that more affordable retail spaces are needed for small and creative businesses to flourish
- There is a strong need for **social and study spaces that are distinct from the college** and academics (ie a coffee shop with wifi + food that is open late)
- A bar/brewery with live music, dancing, and other **social programming** like comedy or game nights would provide **alternatives to Greek life** for undergraduate students and **nightlife** for graduate and professional students

“Childcare has been a struggle for the graduate students that come here with families. **My wife was unable to get a job because we could not secure affordable childcare.** This lack of income and career progression is extremely hard on the partners and families. [Better access to childcare] would be a huge asset added to the Dartmouth program and a **true differentiator** when deciding between graduate programs.”

– Graduate Student

“I feel that there are very **few places for me to socialize** with other grad students and locals my age. **It can be very isolating.**”

– Graduate Student





DARTMOUTH

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BEYER  
BLINDER  
BELLE

MICHAEL  
VAN  
VALKENBURGH  
ASSOCIATES  
INC

BFJ PLANNING  
NITSCH ENGINEERING  
BUROHAPPOLD