DARTMOUTH STRATEGIC MASTER PLAN

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

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.
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
1

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**.
Synthesized Survey Comments:

- 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
2

CAMPUS LIFE & WELL-BEING
Top 5 Locations

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

- **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
3

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:

• 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
4

TRANSPORTATION
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

<table>
<thead>
<tr>
<th>Primary Transportation Modes</th>
<th>Occasional Transportation Modes</th>
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</thead>
<tbody>
<tr>
<td><strong>Those who Drive alone:</strong></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td><strong>Those who Drive w/ Passenger(s):</strong></td>
<td><img src="image" alt="Graph" /></td>
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<tr>
<td><strong>Those who Carpool w/ Another Driver:</strong></td>
<td><img src="image" alt="Graph" /></td>
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<tr>
<td><strong>Those who Take Advance Transit:</strong></td>
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<tr>
<td><strong>Those who Park and Shuttle:</strong></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td><strong>Those who Bicycle:</strong></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td><strong>Those who Walk:</strong></td>
<td><img src="image" alt="Graph" /></td>
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</tbody>
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- **Drive Alone**: 20% Drive alone, 18% Drive with Passenger(s), 29% Carpool w/ Another Driver, 8% Advance Transit, 16% Park and Shuttle, 10% Bicycle, 11% Walk
- **Drive with Passenger(s)**: 39% Drive alone, 6% Drive with Passenger(s), 27% Carpool w/ Another Driver, 6% Advance Transit, 13% Park and Shuttle, 9% Bicycle, 5% Walk
- **Carpool w/ Another Driver**: 64% Drive alone, 2% Drive with Passenger(s), 2% Carpool w/ Another Driver, 25% Advance Transit, 2% Park and Shuttle, 2% Bicycle, 2% Walk
- **Advance Transit**: 49% Drive alone, 7% Drive with Passenger(s), 16% Carpool w/ Another Driver, 2% Advance Transit, 7% Park and Shuttle, 19% Bicycle, 2% Walk
- **Park and Shuttle**: 56% Drive alone, 6% Drive with Passenger(s), 22% Carpool w/ Another Driver, 11% Advance Transit, 6% Park and Shuttle, 11% Bicycle, 6% Walk
- **Bicycle**: 33% Drive alone, 5% Drive with Passenger(s), 5% Carpool w/ Another Driver, 45% Advance Transit, 22% Park and Shuttle, 18% Bicycle, 1% Walk
- **Walk**: 37% Drive alone, 11% Drive with Passenger(s), 11% Carpool w/ Another Driver, 22% Advance Transit, 1% Park and Shuttle, 18% Bicycle, 1% 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

<table>
<thead>
<tr>
<th>Primary Transportation Modes</th>
<th>Reasons for not taking transit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No bus stops within walking distance</td>
</tr>
<tr>
<td>Those who Walk</td>
<td>15%</td>
</tr>
<tr>
<td>Those who Bicycle</td>
<td>20%</td>
</tr>
<tr>
<td>Those who Carpool w/ Another Driver</td>
<td>31%</td>
</tr>
<tr>
<td>Those who Drive w/ Passenger(s)</td>
<td>32%</td>
</tr>
<tr>
<td>Those who Drive alone</td>
<td>23%</td>
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</tbody>
</table>
TRANSPORTATION

Synthesized Survey Comments:

- **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
5

DOWNTOWN &
THE UPPER VALLEY
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.
Synthesized Survey Comments:

- 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)

“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

55% of survey comments mention the availability of and access to affordable housing as a top priority
• 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 (i.e., 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