

# ***TRANSPORTATION SURVEY REPORT***

*sheridan college and sheridan student union*

***SPRING 2016***



Sheridan **SSU**

## **INTRODUCTION:**

It is remarkable to see how the Sheridan Community has embraced the Inter-Campus Shuttle, and in many ways this service has been a great success. Despite this, it has been recognized that at times, demand has exceeded the service capacity.

Sheridan College and Sheridan Student Union (SSU) are aware that some students are requesting increased inter-campus shuttle operations, while other students have expressed interest in some form of municipal transit pass.

With direction from the SSU Board and the College, the Sheridan College / Sheridan Student Union Transportation Survey was developed to gather information about how our students currently use transportation when commuting to our three campuses. The information collected will be used in order to better understand the current issues that surround student transportation preferences, and to come up with possible solutions that will best meet the needs of students.

This report is an executive summary of a larger data set and report compiled by Institutional Research on behalf of Sheridan College and SSU.

## **GETTING TO SHERIDAN BY PUBLIC TRANSIT:**

### **Brampton (Davis Campus) to Oakville (Trafalgar Road Campus)**

*From the Sheridan College Loop (Davis Campus bus stop) take Mississauga Transit #66 Southbound to Square One Bus Terminal. Transfer to GO Bus #46 (Oakville) to Sheridan College Trafalgar.*

### **Hamilton or Burlington to Trafalgar Road Campus\***

*GO Train to Oakville GO Station. Transfer to Oakville Transit #24 (South Common Mall/Sheridan College) to Trafalgar Road Campus.*

*GO Bus #47 (York University) to Trafalgar Road Carpool lot. Transfer to GO Bus #46 (Oakville) to Trafalgar Road Campus.*

### **Toronto (Union Station) to Trafalgar Road Campus**

*GO Train to Oakville GO Station. Transfer to Oakville Transit #24 (South Common Mall/Sheridan College) to Trafalgar Road Campus.*

### **Mississauga to Trafalgar Road Campus Square One Bus Terminal (HMC)**

*GO Bus #46 (Oakville) to Trafalgar Road Campus (Sheridan College)*

### **Port Credit GO Station**

*GO Train Lakeshore Westbound to Oakville GO Station. Transfer to Oakville Transit #24 (South Common Mall/Sheridan College) to Trafalgar Road Campus.*

*\*GO Train Service is available during peak hours of operation from the Hamilton Train Station or the three GO Stations in Burlington.*

## **BACKGROUND OF THE SHERIDAN SHUTTLE BUS:**

In 2013, Sheridan College and Sheridan Student Union entered into a cost-sharing partnership to provide daily inter-campus shuttle bus service between Sheridan's Brampton, Mississauga and Oakville campuses. Launched as a pilot-project in 2013 with two buses, student demand resulted in the addition of a third overflow bus in 2014 as well as summer hours of service, raising the operational budget for this service to nearly \$750,000 annually. In the 2015 Semester there were 7,149 unique riders using the shuttle bus,

indicating that the use of this service has significantly increased in the past year.

The ridership data collected from the shuttle buses found that shuttle users were predominantly from Trafalgar Campus at 59.5%, followed by Davis students at 25.1% and HMC at 12.1%.

## **ABOUT THE SHERIDAN TRANSPORTATION SURVEY:**

The Sheridan Transportation Survey was launched on November 20th with direction from the SSU Board and the College administration, and concluded on December 11th 2015. An email was sent to 21,079 Sheridan student emails (72 bounced back) who were registered as of the 10th day in the Fall term, inviting them to take part in the survey with several reminder emails to those who had not yet completed the survey. There was a response rate of 6.8%, with a total of 1,481 respondents who answered a series of 20 questions designed to address the current patterns, issues and preferences related to student transportation at Sheridan College.

The survey is divided into three separate sections:

### **1) Needs analysis**

*Patterns and purpose of student use of transportation*

### **2) Experience**

*Rating of quality & availability of services to and between campuses, issues faced by students, method of payment, time it takes*

### **3) Possible solutions**

*Enhance shuttle bus, introduce U-Pass and remove shuttle service, or negotiate discounted public transit pass and remove shuttle service*

## **ABOUT THE RESPONDENTS:**

Full-time respondents amounted to 93.7%, and part-time respondents were 6.3% of the total sample. Students from each campus responded, 37.2% from Davis Campus, 50.9% from Trafalgar Campus, 10.7% from HMC and lastly STC at 1.2% (which was deemed unreliable).

**Figure 2.1 –Estimated Public Transportation Users (By Campus)**

Students were asked to indicate how often they are using transportation to get to school each week. The results are shown for each campus with Davis having the highest number of transportation users at approximately 65.1% of students using public transportation, and the total overall being 63.4% of students using public transportation.

2.1

**ESTIMATED PUBLIC TRANSPORTATION USERS (BY CAMPUS)**

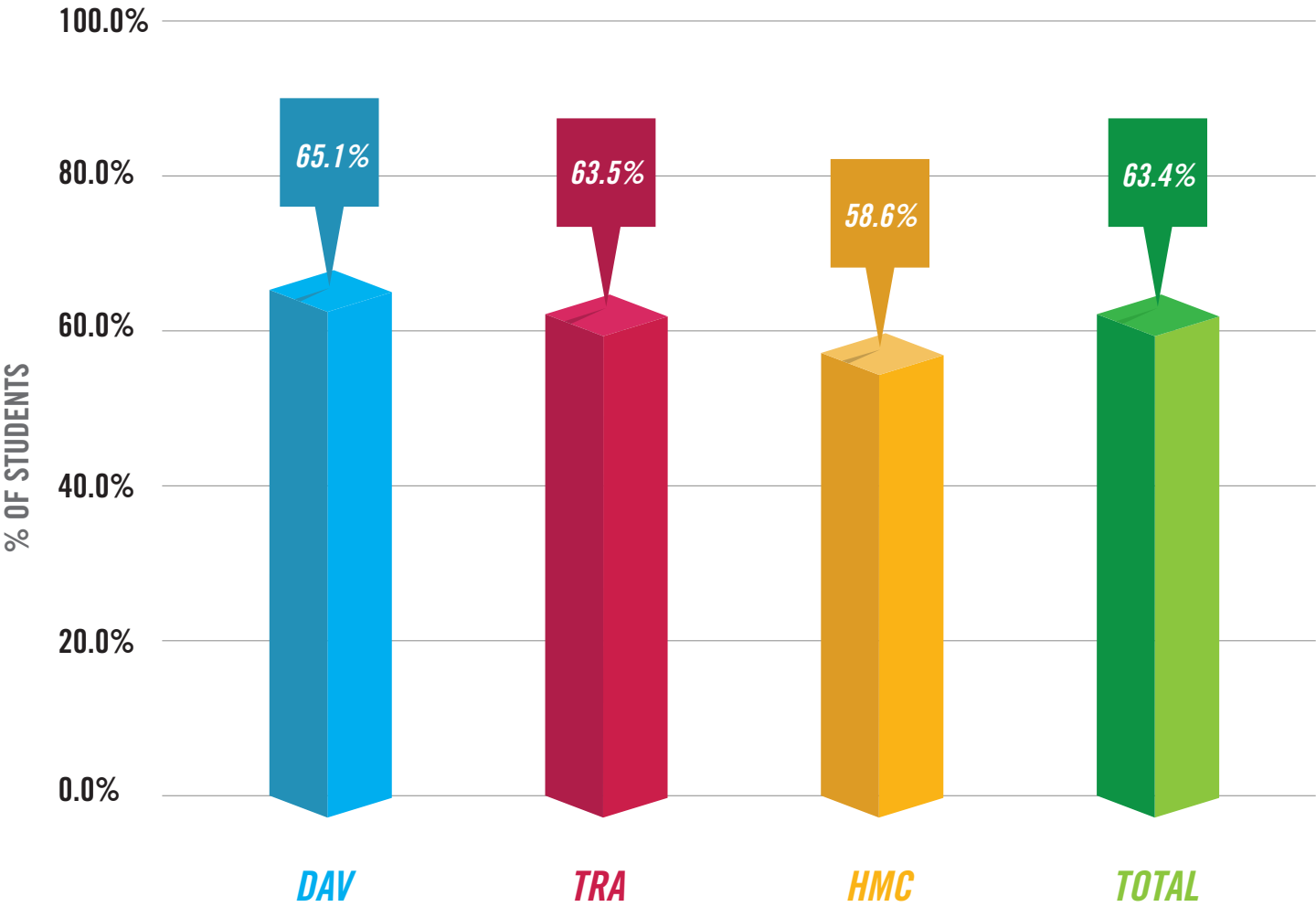


Figure 2.6 Shuttle Respondents by Usage Level (%)

The following graphs show that students who identify as shuttle bus users report to be mostly light users (61%). There are 6% of students who identify as heavy users of shuttle bus, and 11.5% who identify as often users.

2.6

# SHUTTLE BUS RESPONDENTS BY USAGE LEVEL (%)

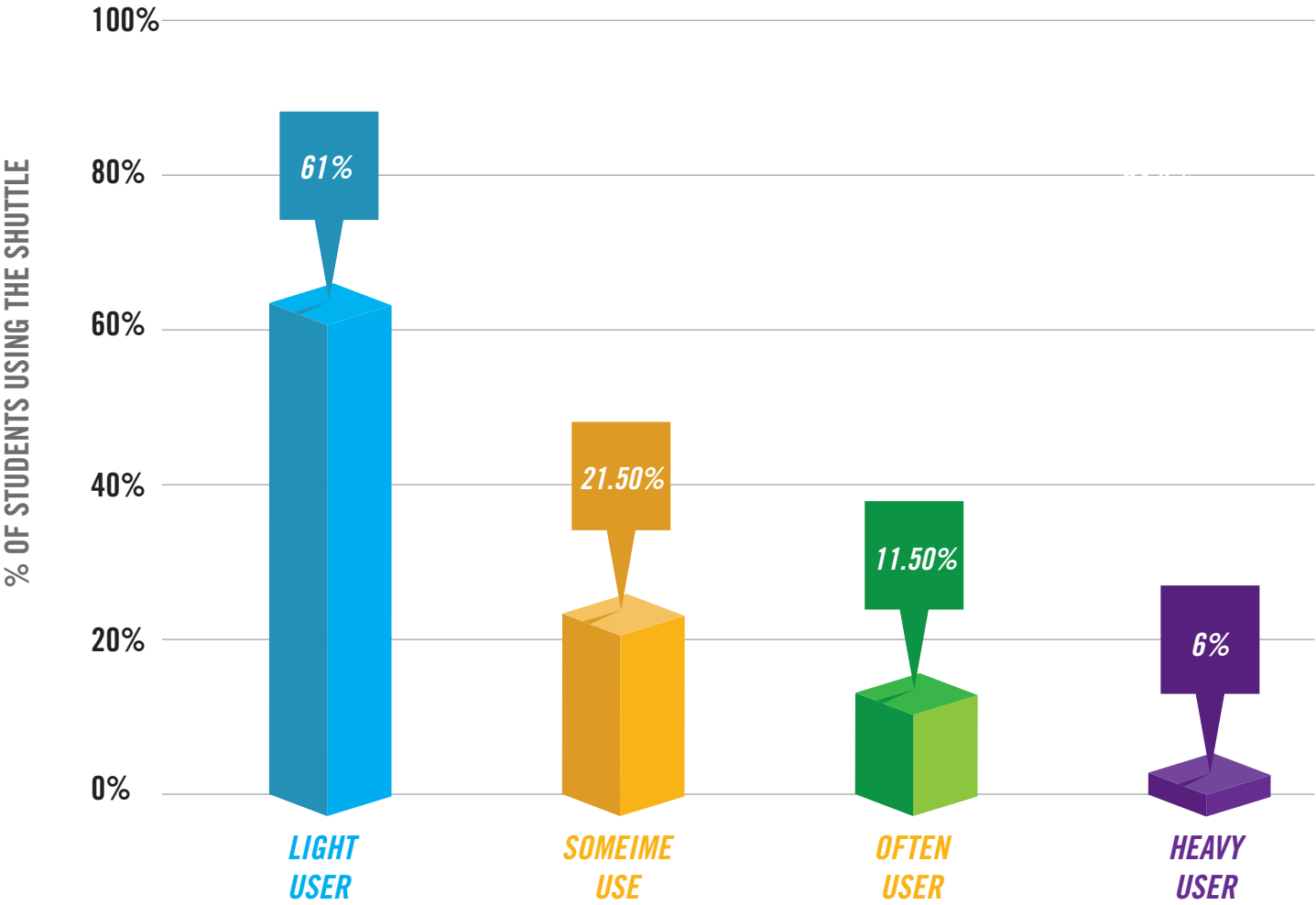


Figure 3.1 “Regular and Often” Users of Transportation Methods

This chart is to represent students who answered “regularly” and “often” to this question. It is found that 40.9% students have reported walking regularly/often, 36.0% of students have reported using MiWay transit and 35.6 % of students have reported that they regularly/often drive to campus. In comparison, only 18.2 % of students overall report to take the shuttle regularly/often.

3.1

**“REGULAR AND OFTEN” USERS OF TRANSPORTATION METHODS**

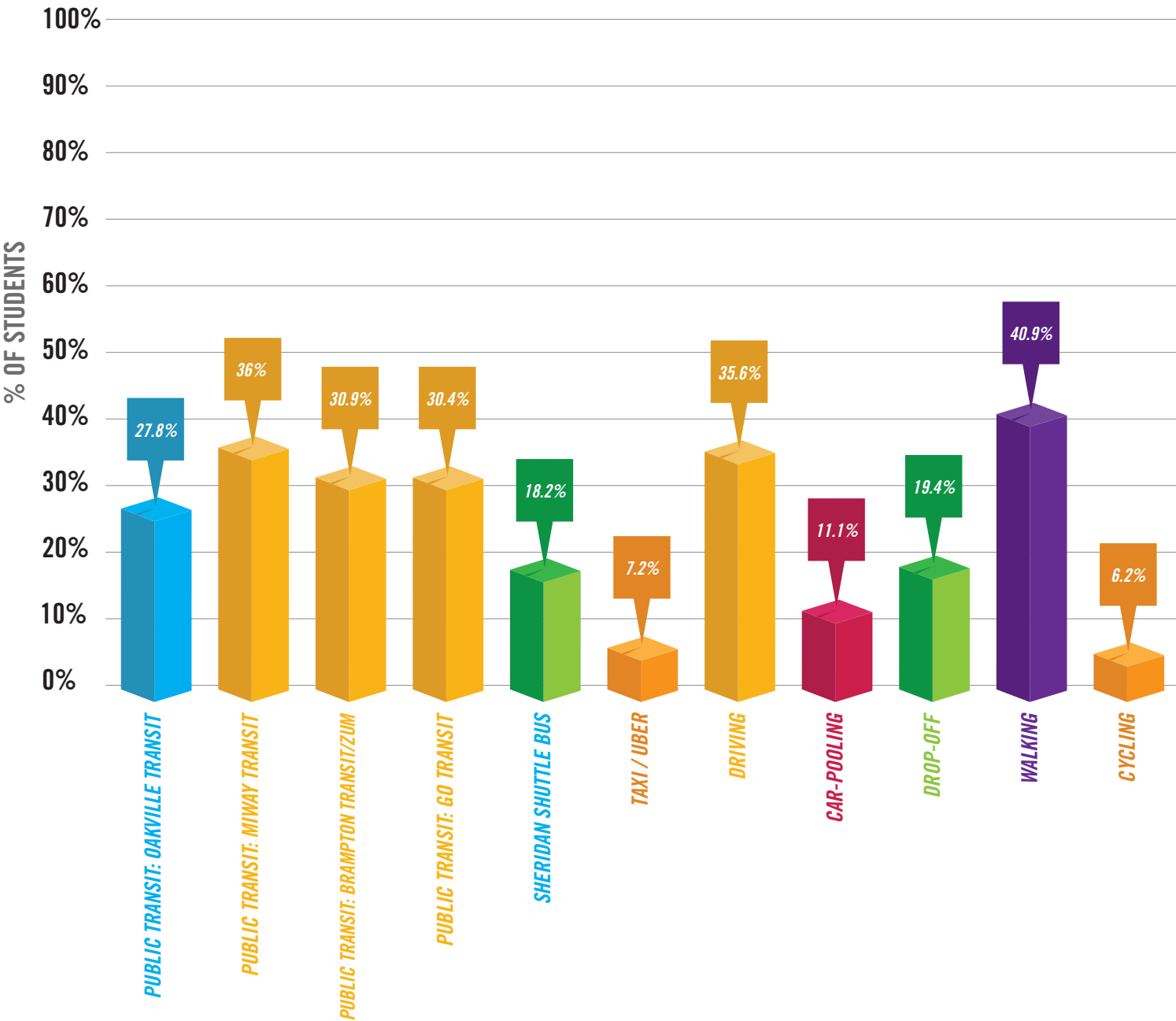


Figure 4.1 Purpose of Transportation Use

This chart represents the reasons that students are using transportation. Most students report to use transportation methods to get from home to class, at 86.6% of students. It is important to note that students are using transportation to get to other campuses to use resources at other locations (25.3%) and to get to areas surrounding another campus (31.5%).

4.1

# PURPOSE OF TRANSPORTATION USE

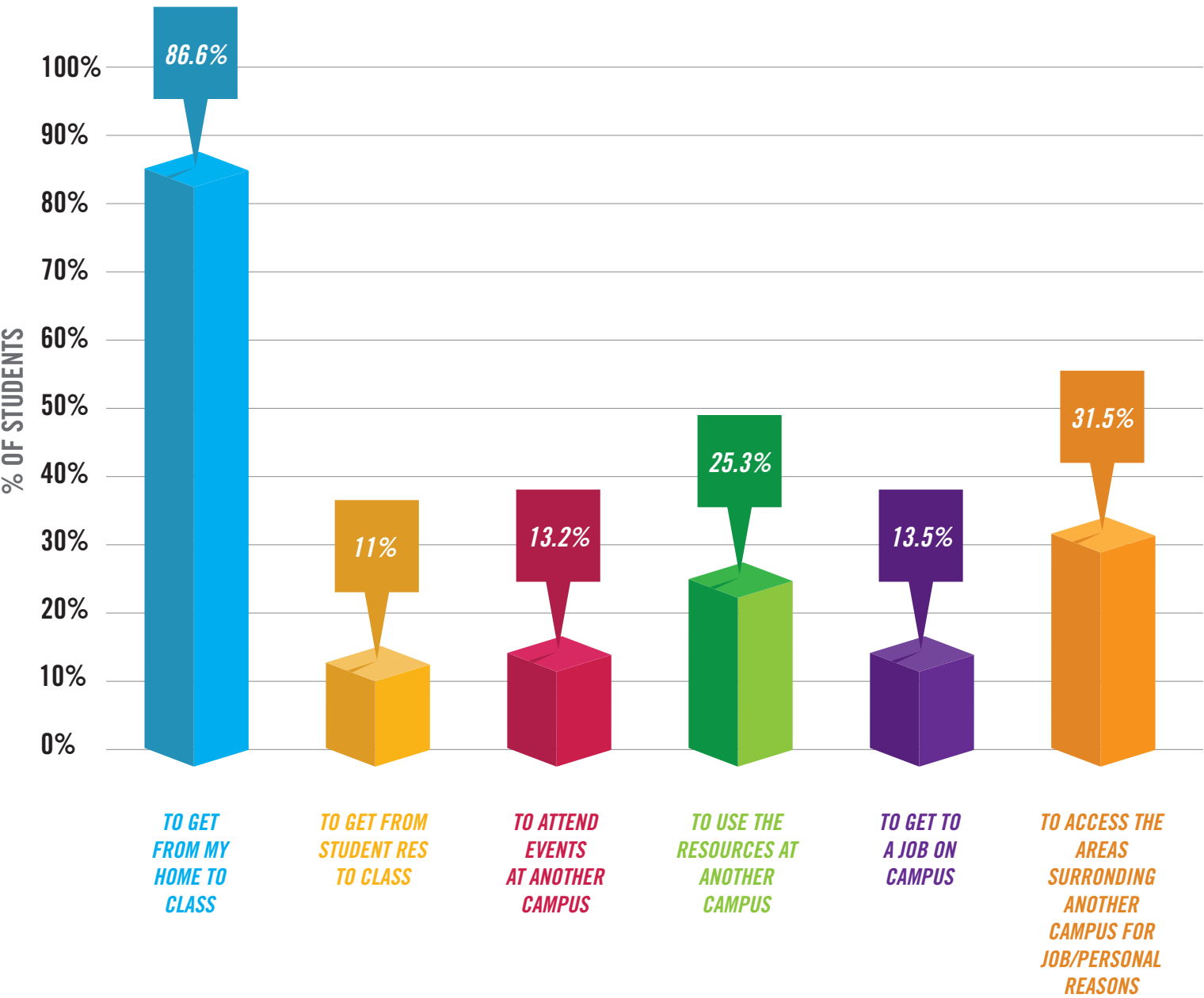
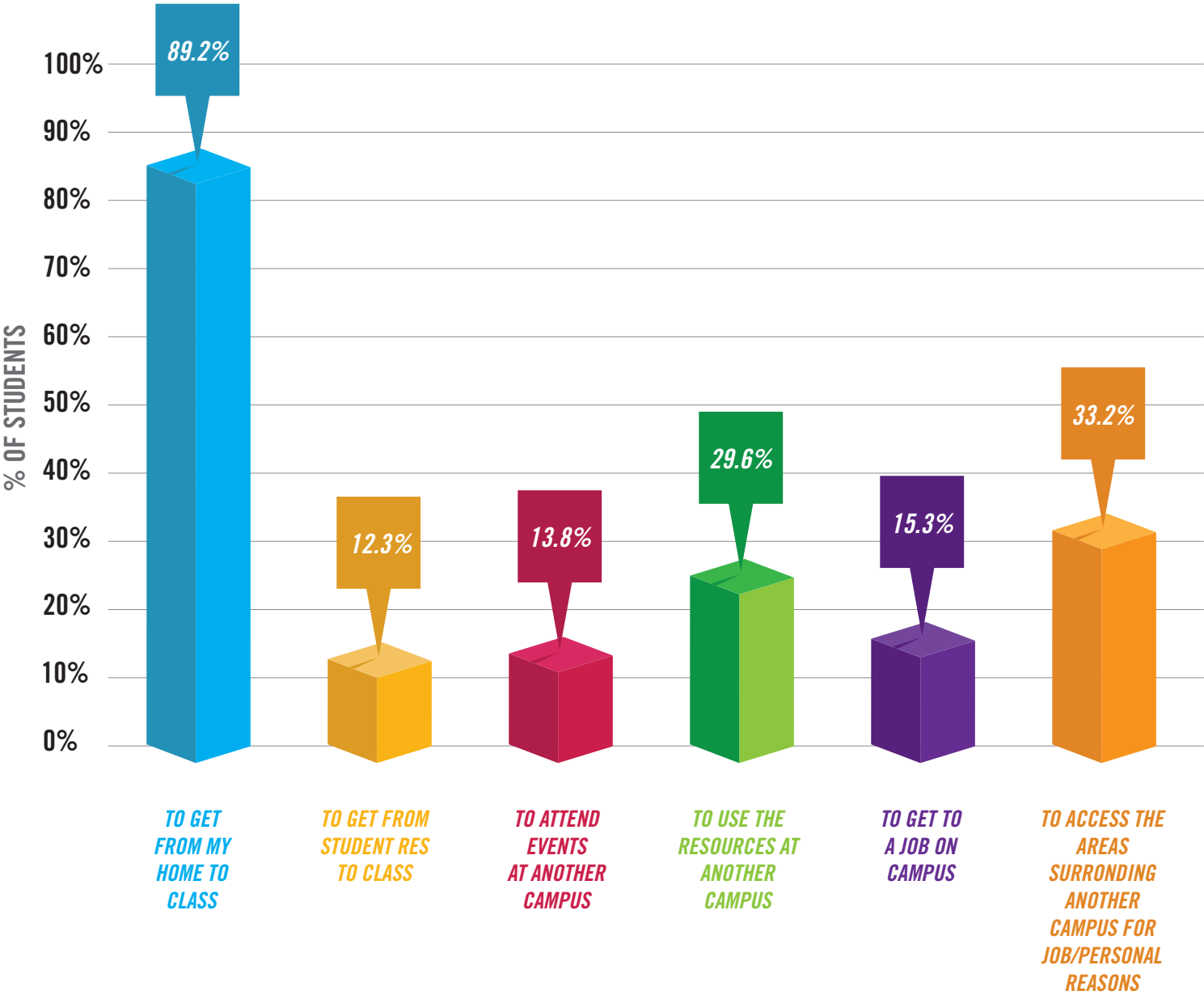


Figure 4.3 Purpose of Transportation Use (Shuttle Respondents)

This chart shows the purpose of shuttle bus use, which follows the trend of all methods of transportation (Figure 4.1). It is notable that shuttle respondents have reported that they use the shuttle to access the areas surrounding another campus for a job, or for other personal reasons at a rate of 33.2% of students.

4.3

PURPOSE FOR TRANSPORTATION USE (SHUTTLE RESPONDENTS)





## Respondent Feedback:

**Figure 5.1 – Barriers to use of Transportation with Significant – Exceptional Impact**

Proximity (70.8%), cost (70.0%) and length of time (66.7%) are the highest reported factors reported by shuttle bus respondents that limit their use of the service.

### 5.1 BARRIERS TO USE OF TRANSPORTATION WITH SIGNIFICANT-EXCEPTIONAL IMPACT

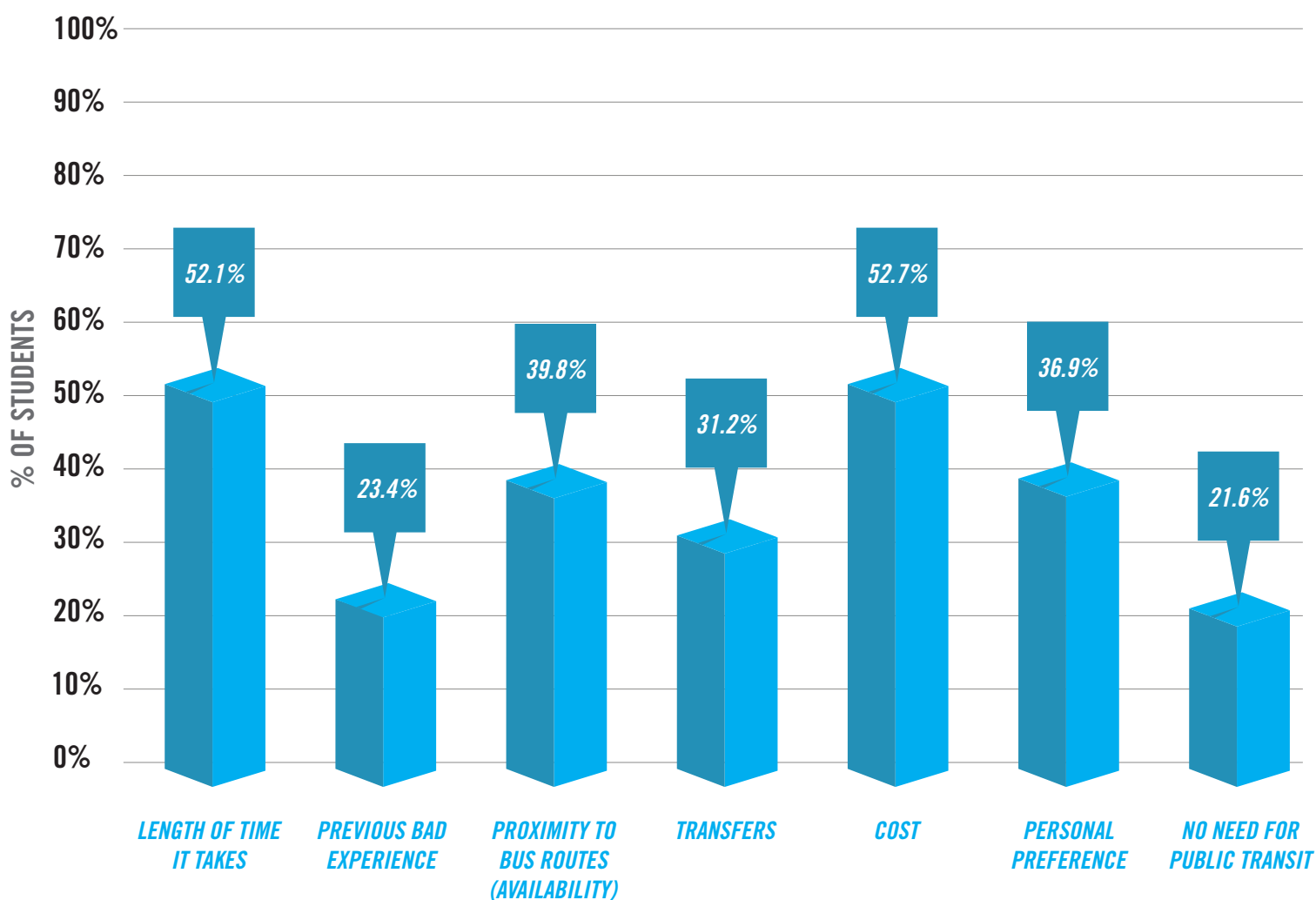


Figure 6.1- Level of Importance to Improve Service to Get to Campus

In this chart, all methods of transportation are rated based on how important students feel it is to improve a service. The overall trend in this chart points strongly in a neutral direction. This means that students do not strongly support improving one type of service over another.

6.1

LEVEL OF IMPORTANCE TO IMPROVE SERVICE TO GET TO CAMPUS

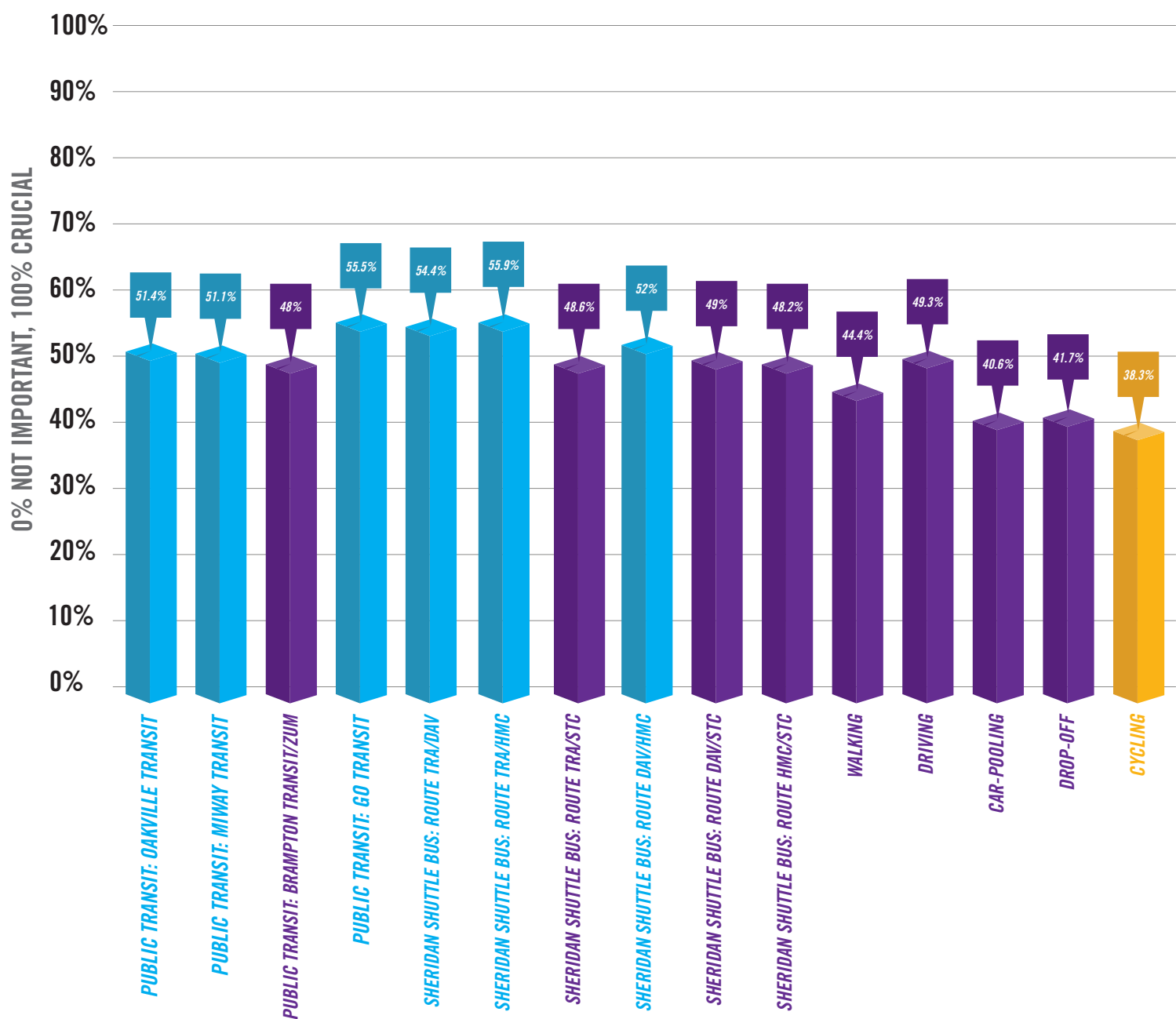
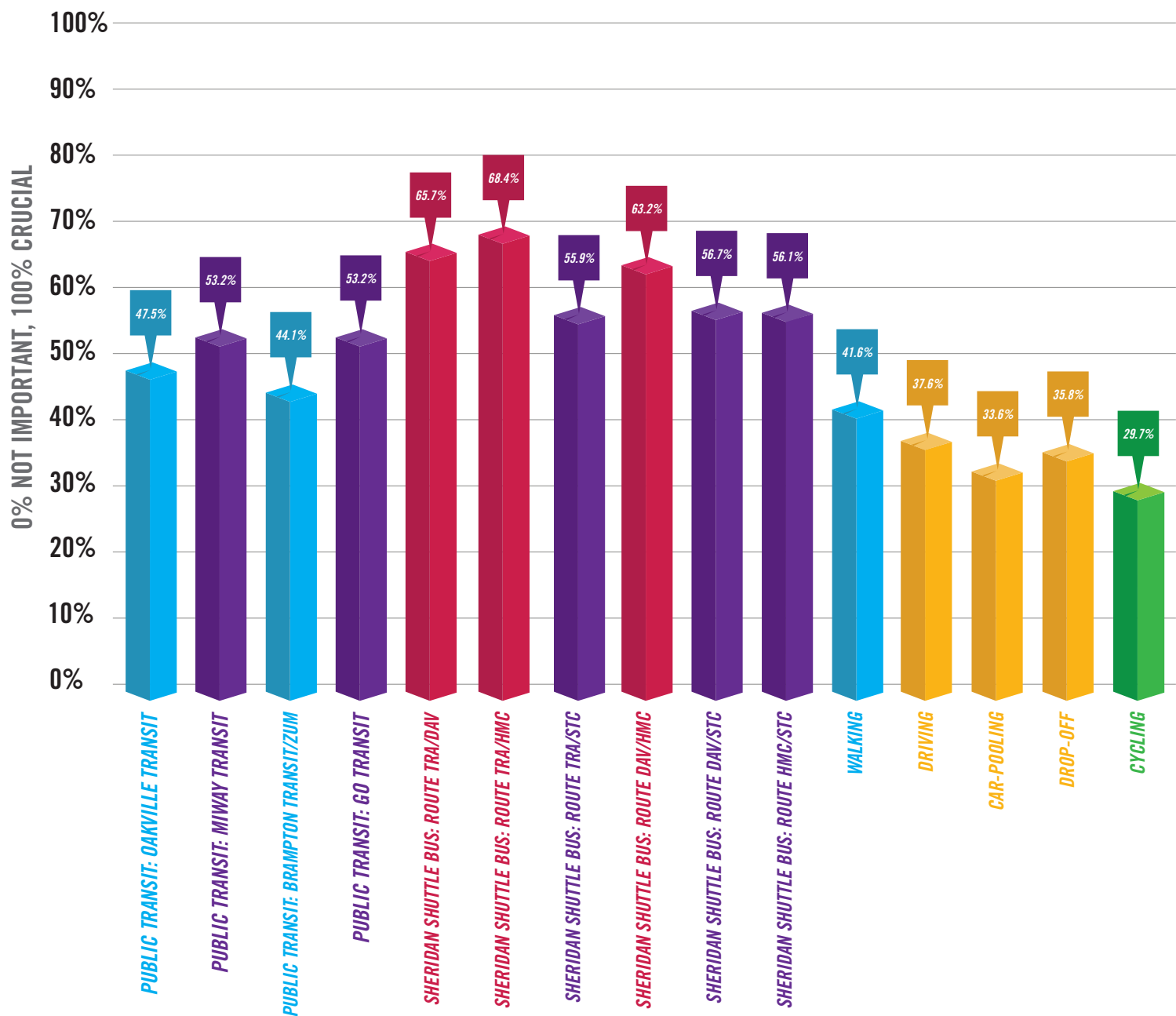


Figure 6.3- Level of Importance for Shuttle Specific Routes (Shuttle Respondents)

In this chart, all methods of transportation are rated based on how important students feel it is to improve a service. The overall trend in this chart points in a neutral direction. Upon further examination however, it seems that the shuttle bus routes Trafalgar/Davis (65.7%), Davis / HMC (63.2%) and Trafalgar/HMC (68.4%) were considered slightly more important to respondents.

6.3

LEVEL OF IMPORTANCE FOR SPECIFIC ROUTES (SHUTTLE RESPONDENTS)



This chart shows the perceived availability of specific transportation services needed for the commute to campus. It is found that availability is perceived to be below average for all transportation services, however public transit is considered to have relatively normal availability (with Oakville transit having the lowest availability 43.0%). Shuttle bus services are rated at a low availability overall.

8.1

AVERAGE AVAILABILITY OF TRANSPORTATION SERVICES NEEDED FOR COMMUTE TO CAMPUS

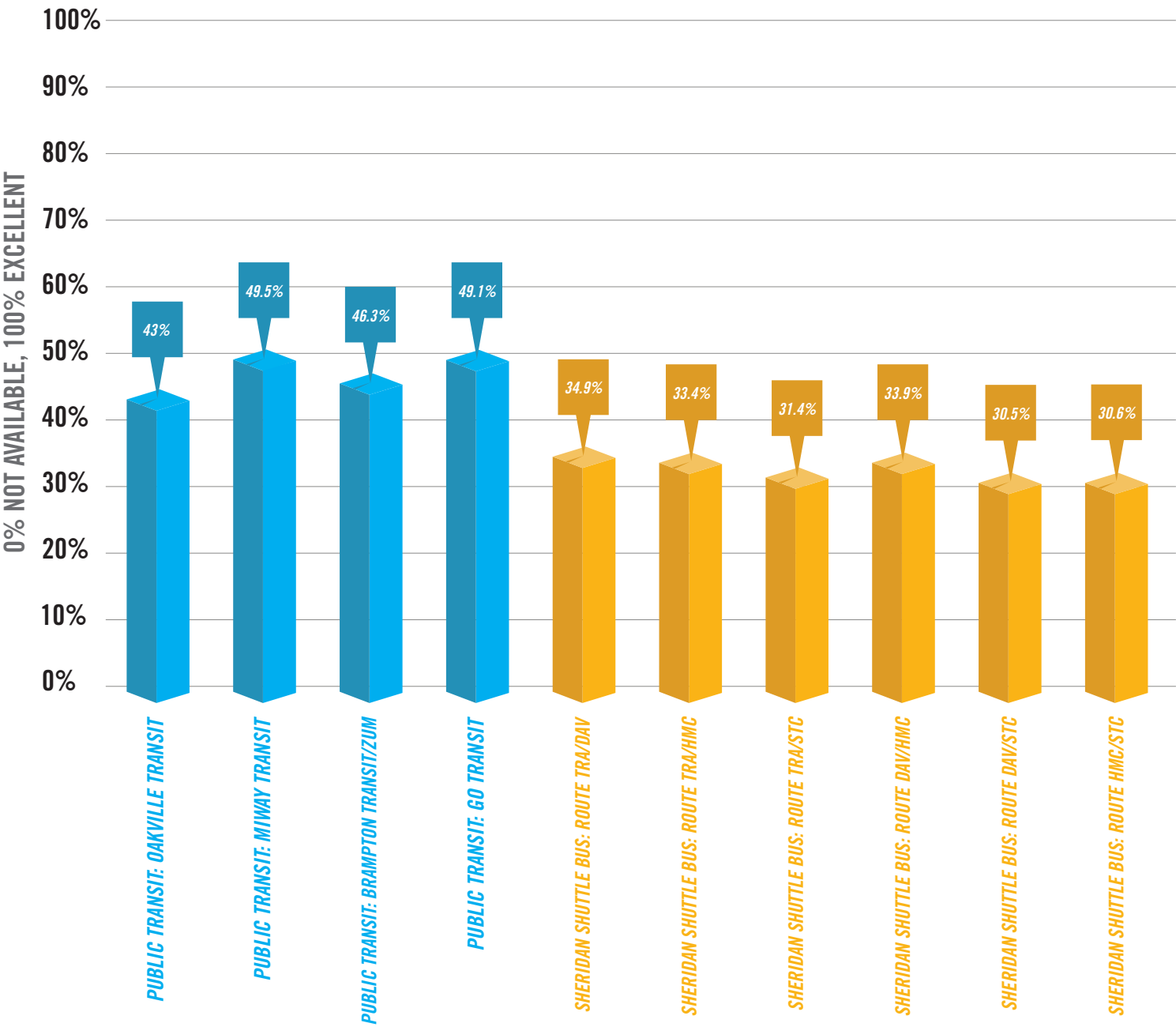


Figure 8.2 Average Rating of Shuttle Availability- By Level of Usage (Shuttle Respondents)

This chart shows the average rating of availability for the shuttle bus (by level of usage) strictly from shuttle bus respondents. Heavy users of the shuttle bus rated each service at a normal level of availability and often users rated it slightly lower. Light users and those who identified using the shuttle sometimes rated the availability low overall.

# AVERAGE RATING OF SHUTTLE AVAILABILITY - BY LEVEL OF USAGE - (SHUTTLE RESPONDENTS)

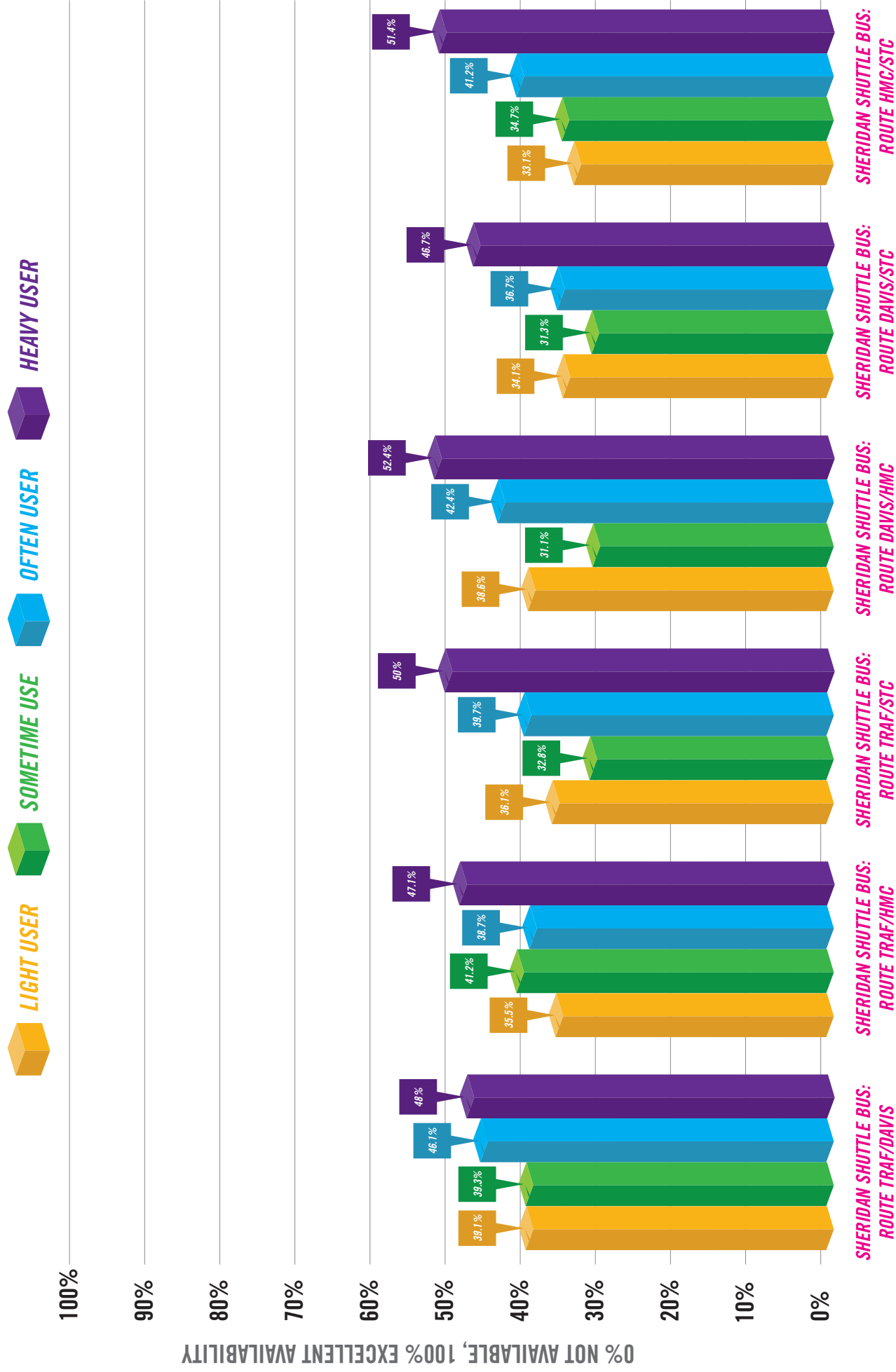


Figure 9.1 – Time Spent Commuting

This chart shows that most students spend approximately 30 minutes to 1 hour commuting to campus.

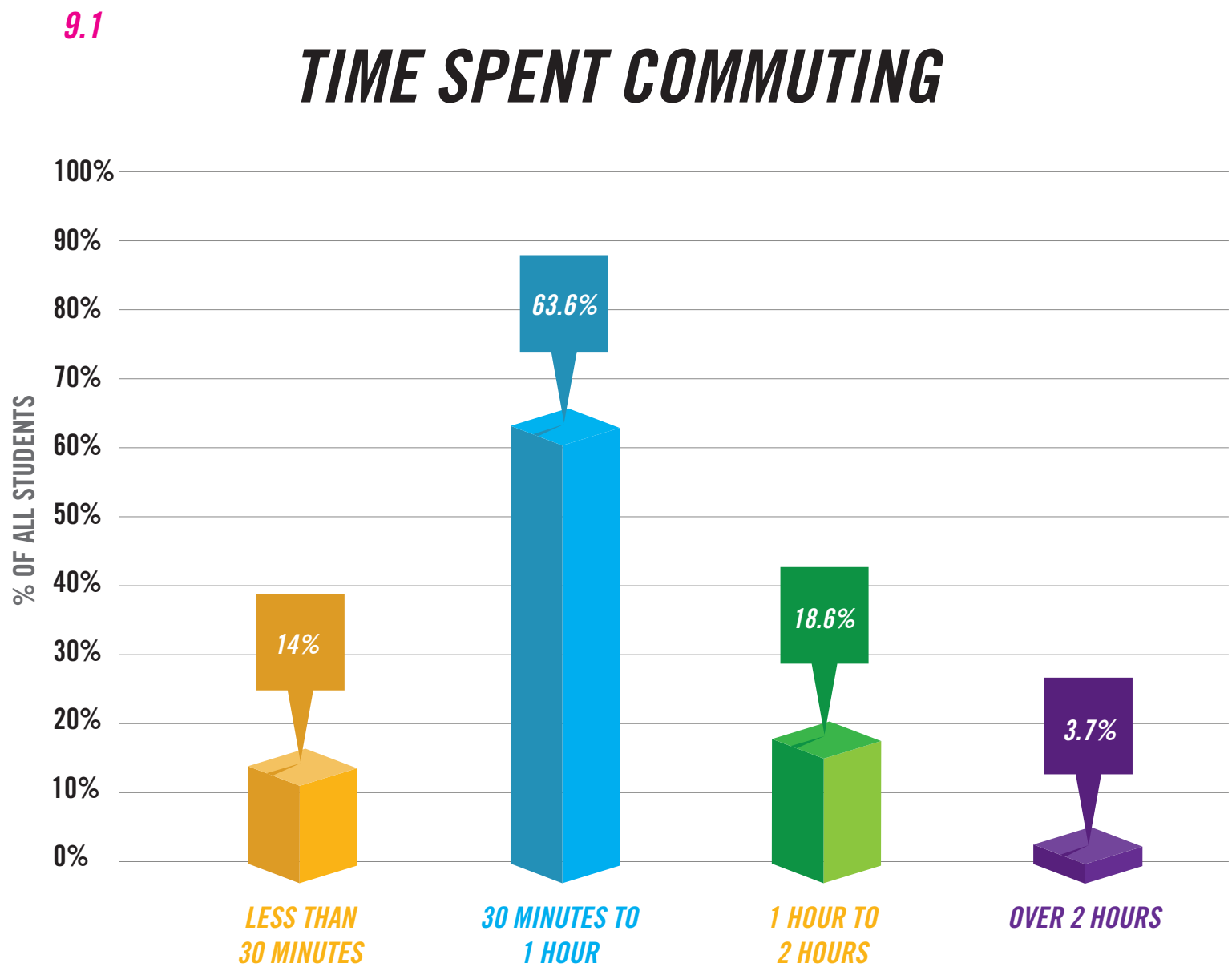
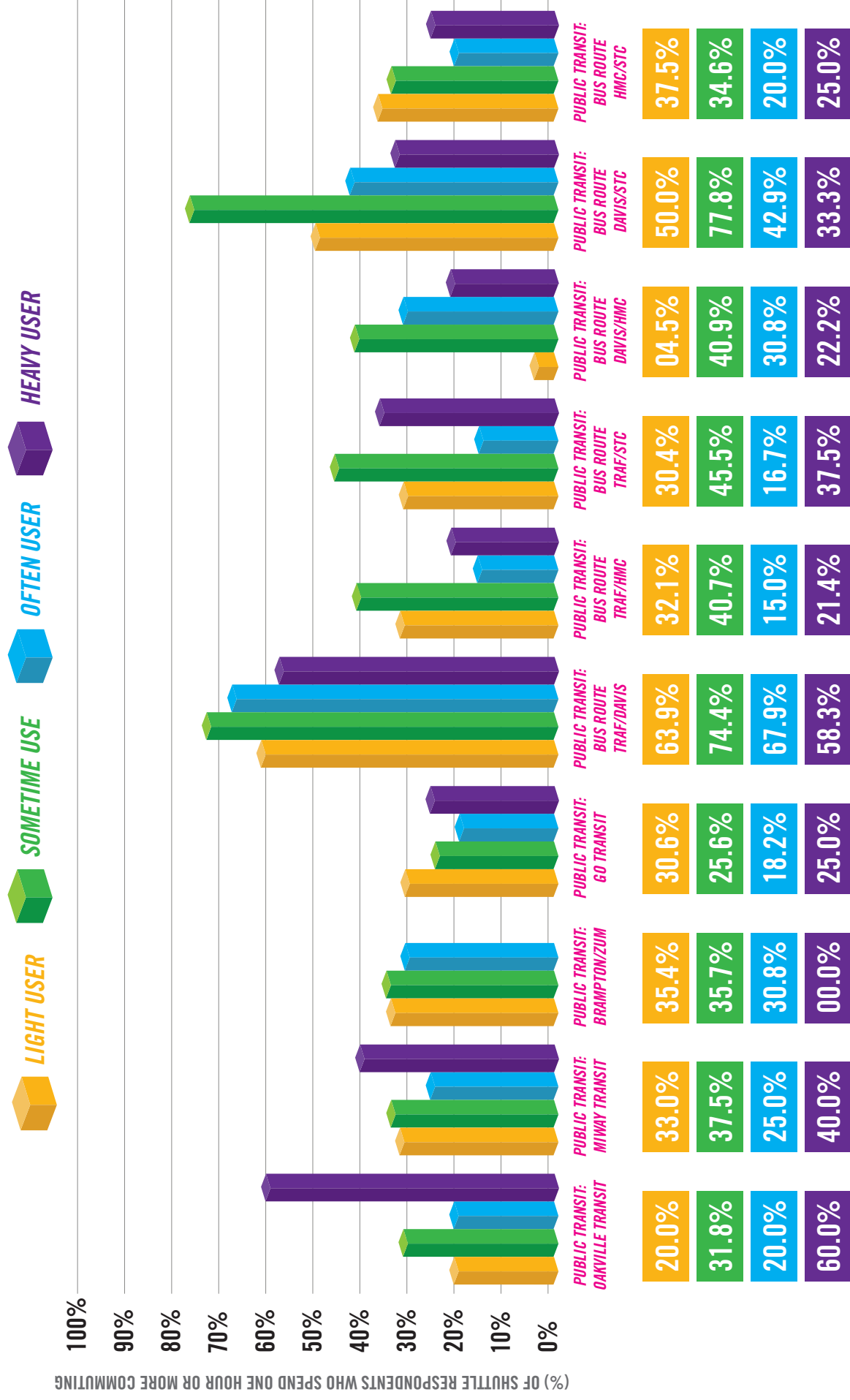


Figure 9.2 – Shuttle Respondents Who Spend an Hour or More Commuting to Campus – By Level of Usage

This chart depicts the shuttle respondents who spend more than one hour commuting based of their usage level.

## SHUTTLE RESPONDENTS WHO SPEND AN HOUR OR MORE COMMUTING TO CAMPUS - BY LEVEL OF USAGE



**Figure 10.2 – Average Time Spent Commuting Between Campuses**

This chart shows the average time commuting between campuses for all students. It shows that 45% of students reported spending 30 minutes to one hour commuting between campuses.

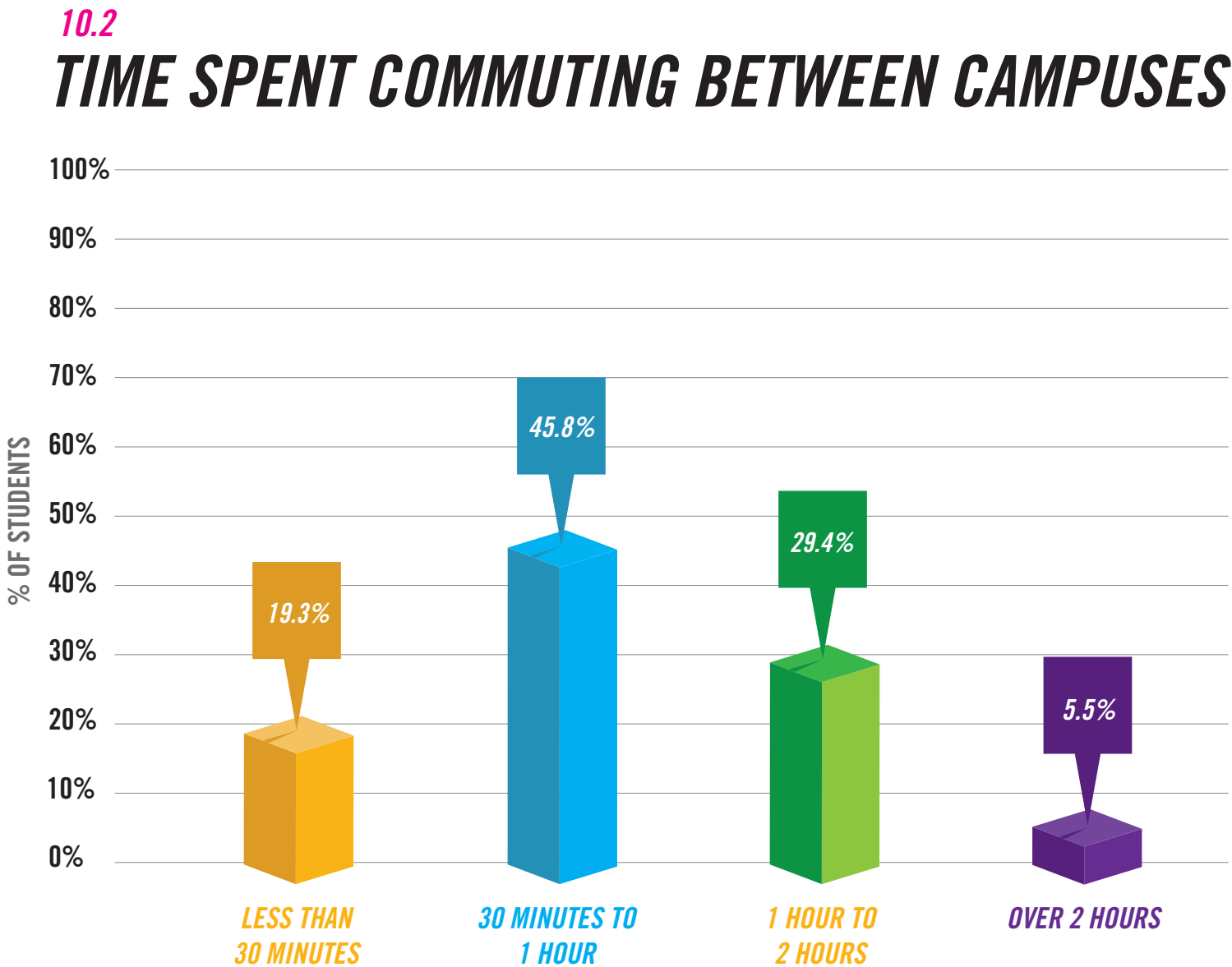




Figure 11.1 – Students Who “Regularly and Often” Experienced Issues During Commute To Campus

This chart depicts the students who have reported regularly and often experience issues during their commute to campus. Students regularly have issues with time their trip takes (61.9%), followed by late service (56.8%) and 55.7% have issues regarding the frequency/availability of service. Another issue that has high regularity is full buses and pass-ups at 47.5%.

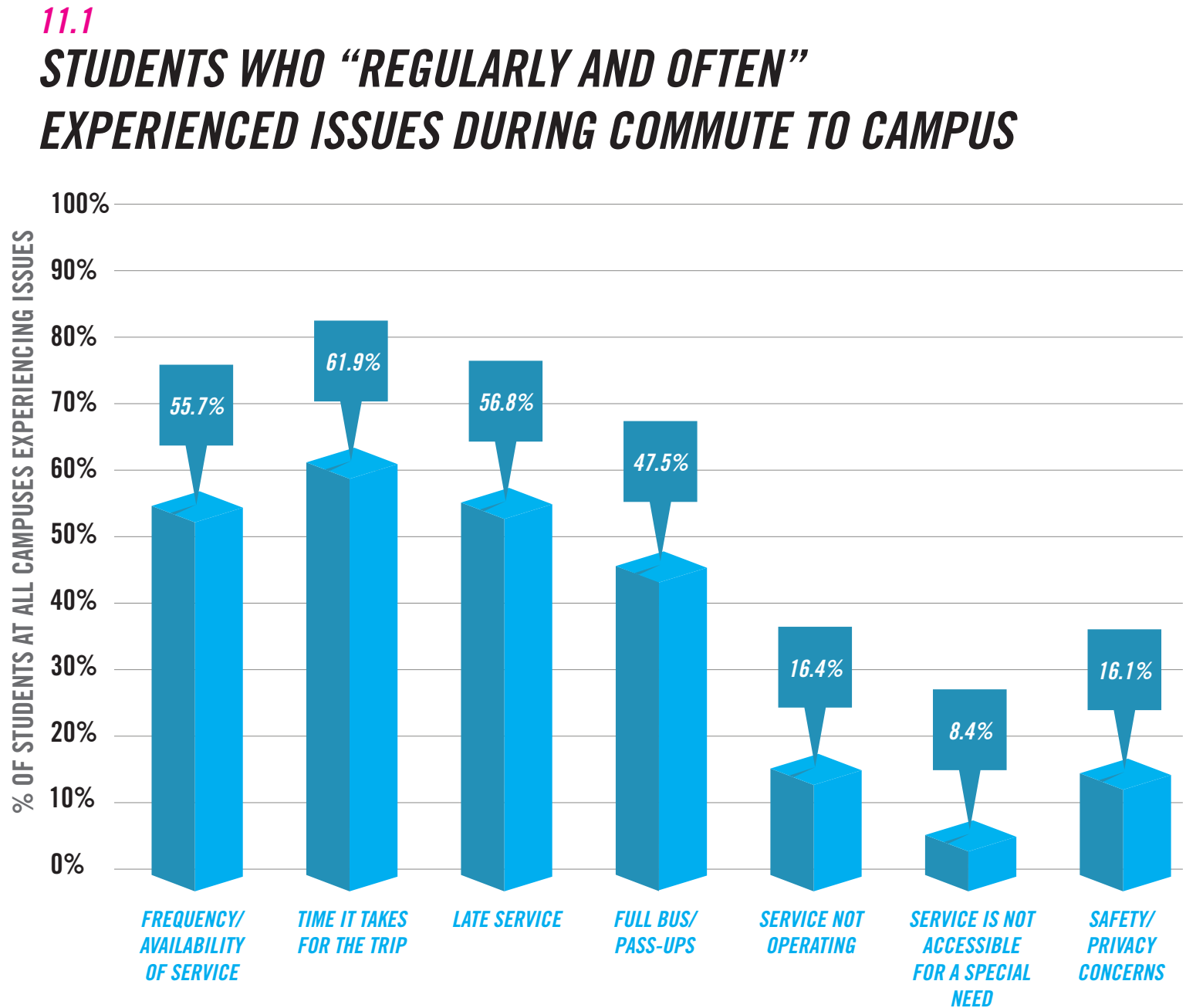


Figure 11.3 – Frequency of Issues Experienced By Shuttle Respondents – By Usage Level

This chart depicts the shuttle bus respondents who have reported to regularly and often experiencing issues during their commute to campus by usage level. The trends in this chart are similar to Figure 11.1. Shuttle respondents who reported to sometimes use the service reported the highest amount of issues overall.

# FREQUENCY OF ISSUES EXPERIENCED BY SHUTTLE RESPONDENTS - BY USAGE LEVEL

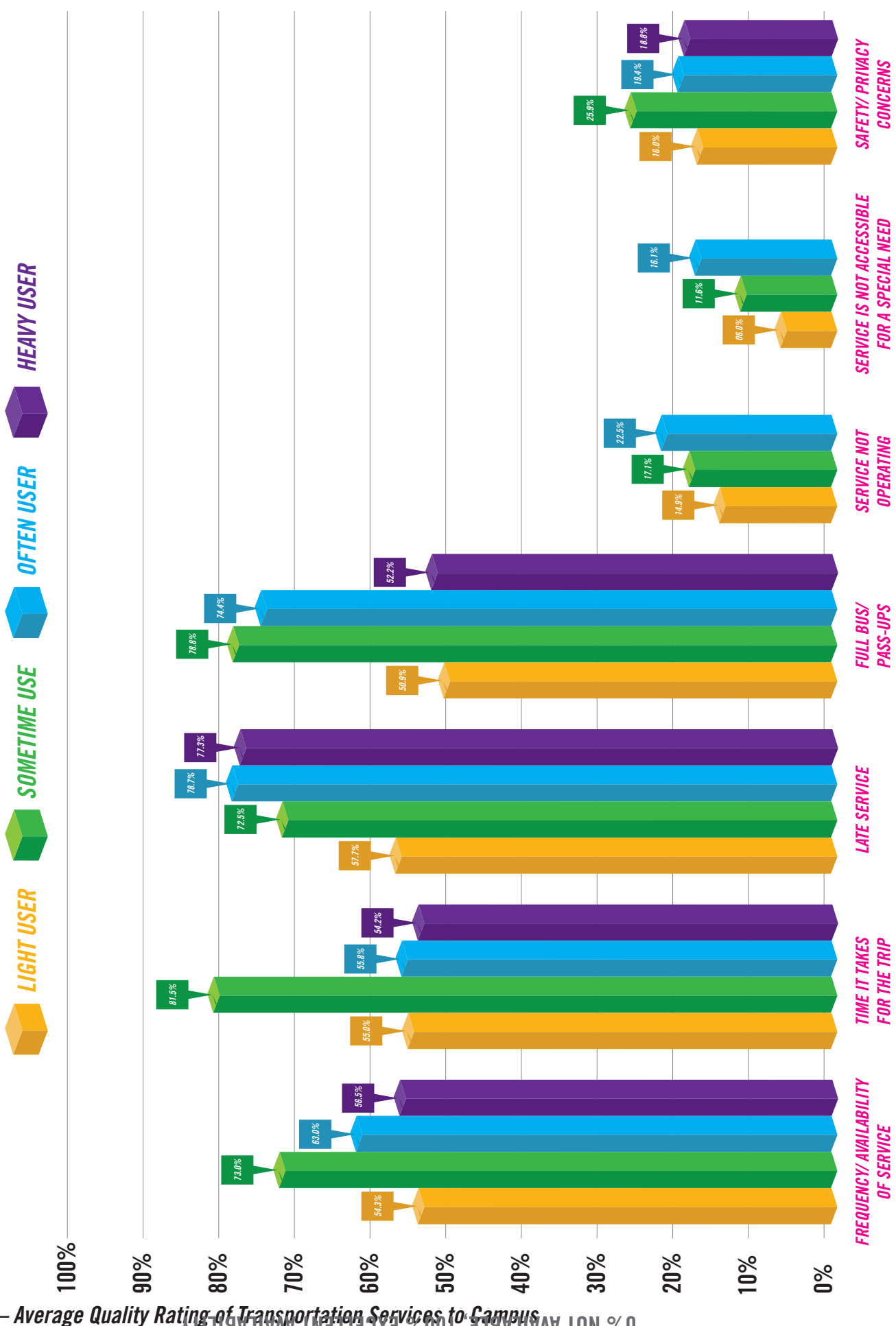
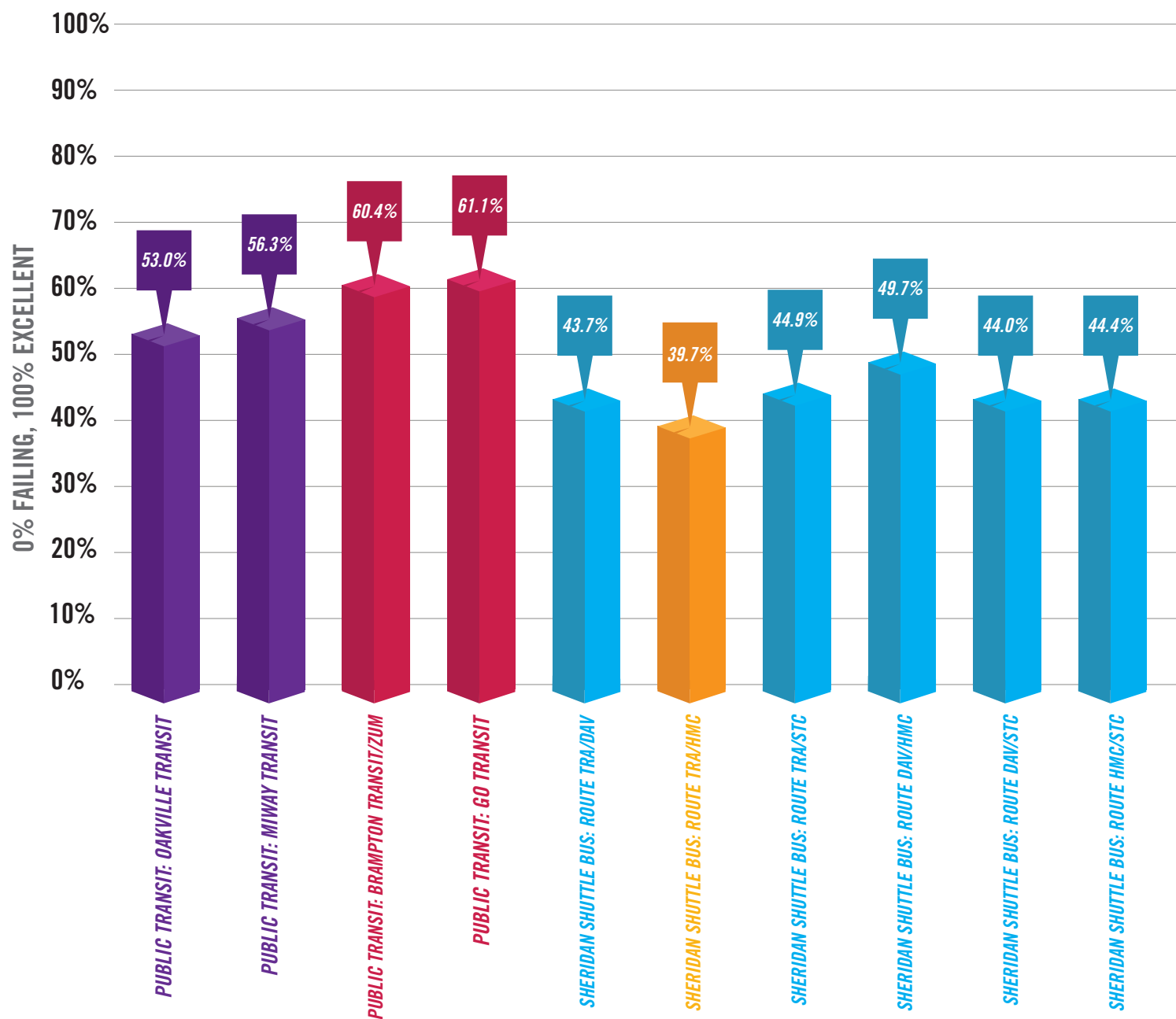


Figure 12.1 – Average Quality Rating of Transportation Services to Campus

This chart shows the average quality rating of transportation services to campus. The average quality rating for services is mostly neutral across all methods overall. GO Transit and Brampton Transit are rated slightly higher with more quality service, and Trafalgar/HMC shuttle service is rated slightly lower than normal.

12.1

**AVERAGE QUALITY RATING OF TRANSPORTATION SERVICES TO CAMPUS**



**Figure 12.2- Average Quality Rating Of Transportation Services to Campus (By Campus)**

This chart shows the average rating of quality of transportation services to campus by campus. Overall, Davis rates the services of all transportation at normal or slightly above normal service. HMC rates the shuttle service as low quality. Trafalgar rates the shuttle bus service at slightly lower than normal service. Overall the three campuses rate the public transportation services as normal.

# AVERAGE QUALITY RATING OF TRANSPORTATION SERVICES TO CAMPUS BY CAMPUS

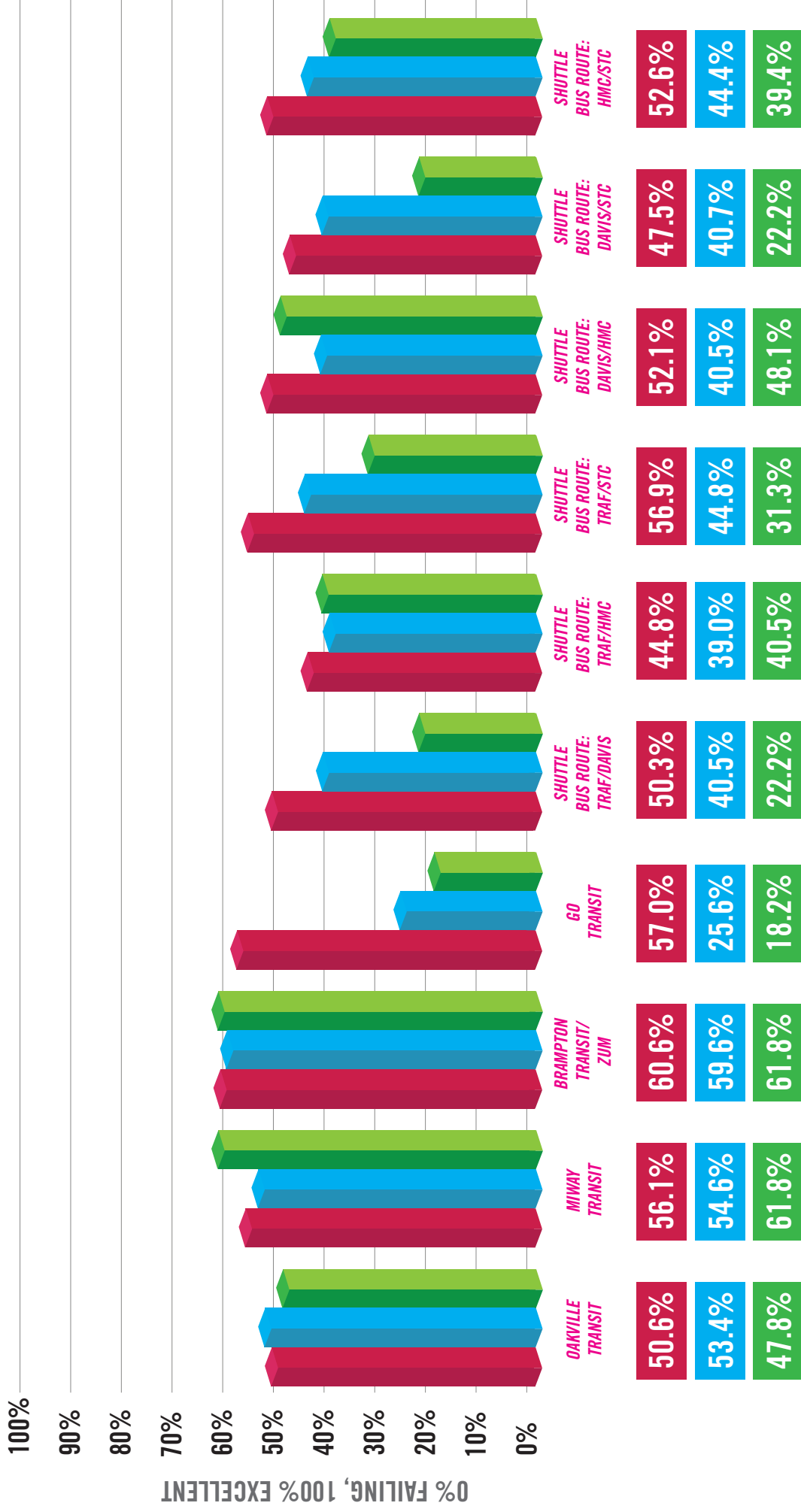
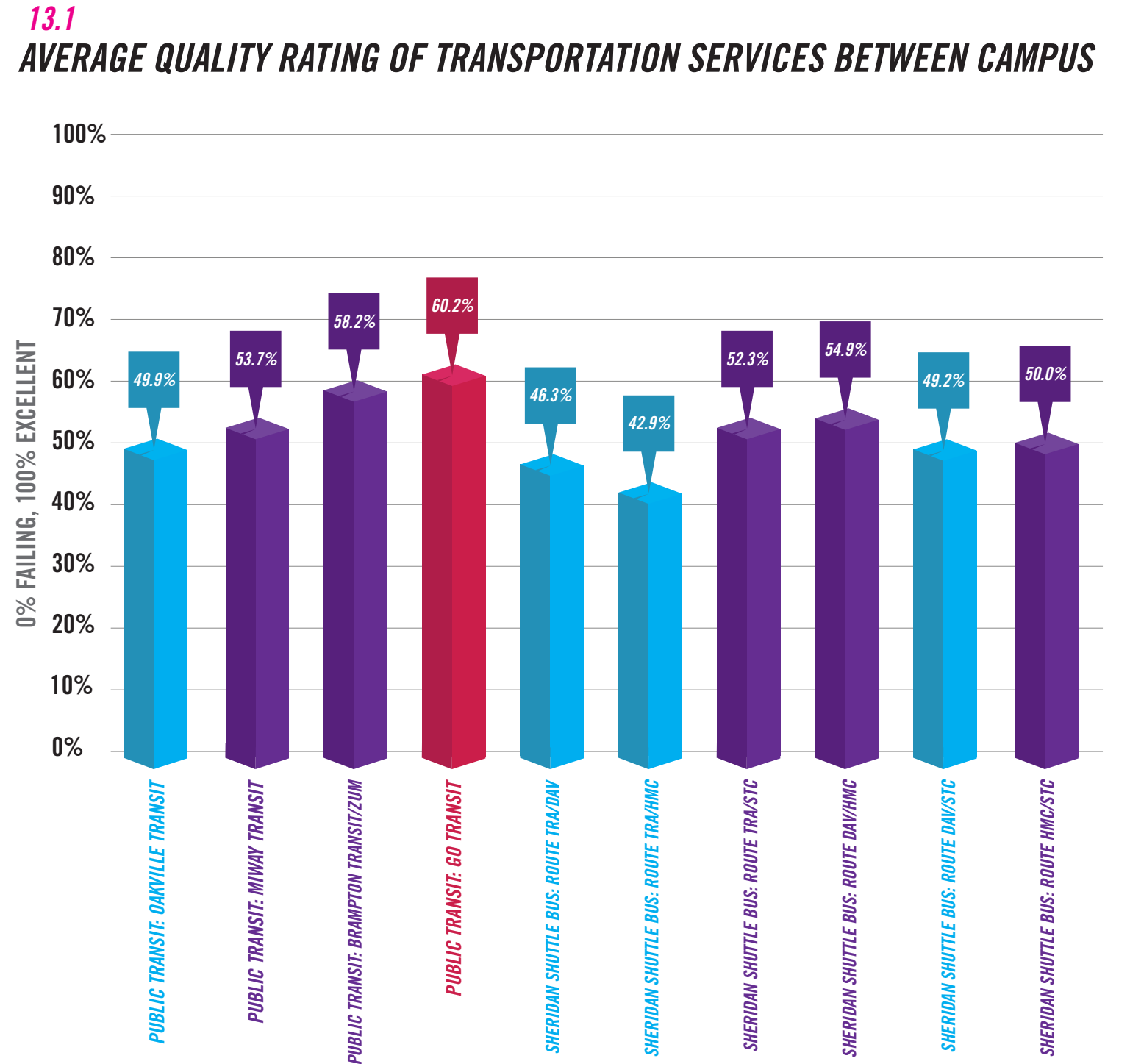


Figure 13.1 – Average Quality Rating Of Transportation Services Between Campuses

This chart shows the average rating of the quality of transportation services between campuses. Overall, students rate the quality of service as normal. They rate Trafalgar/Davis and Trafalgar/HMC slightly lower. GO Transit and Brampton/ZUM Transit are rated slightly above normal level at 60% and 58%.

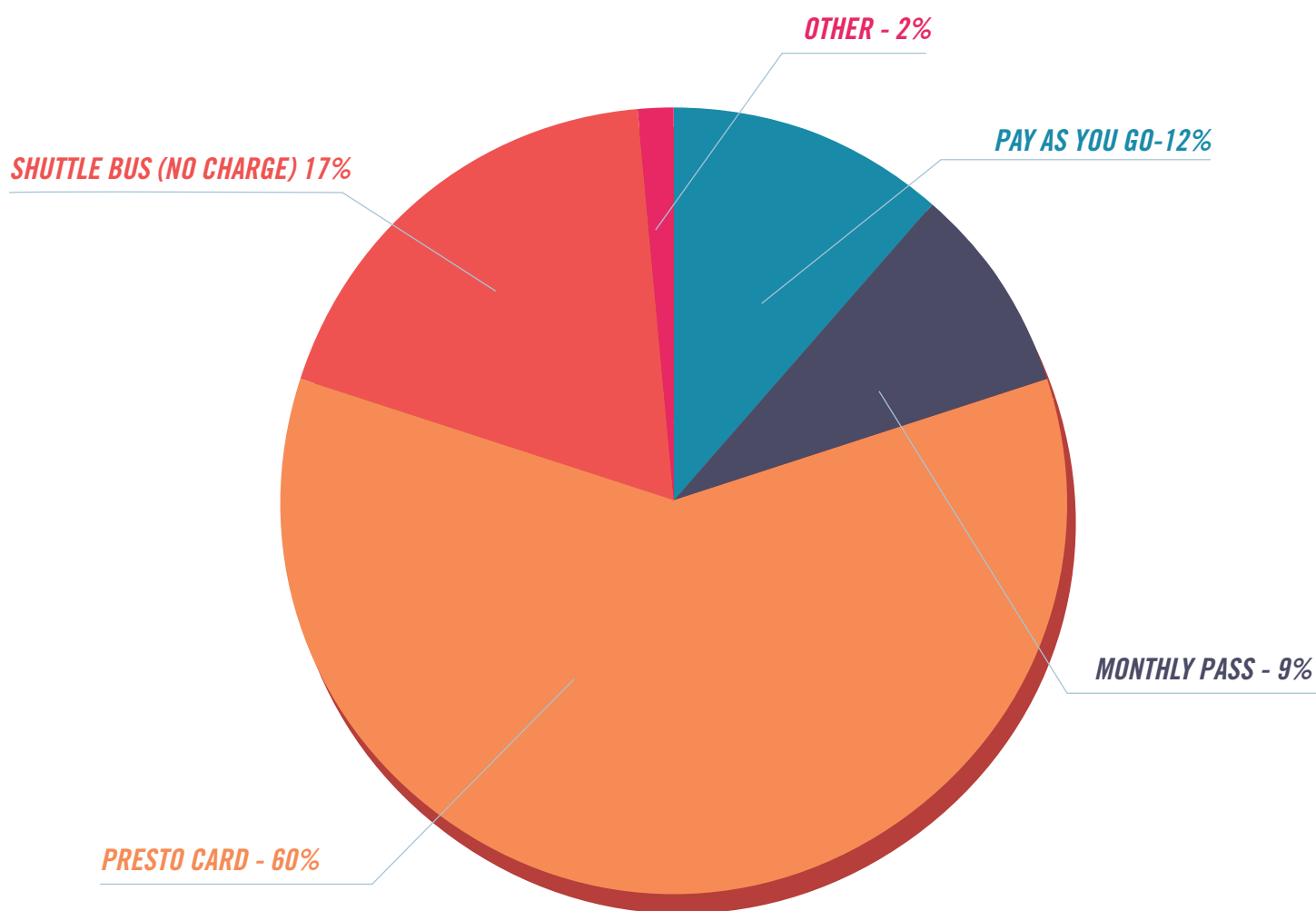


**Figure 14.1 Method of Payment for Transportation Services**

This chart shows the method of payment for transportation services by students. The majority of students (60%) are paying for their transportation services with PRESTO, and according to this chart, 17% of users rely on the shuttle bus for free transportation.

14.1

## ***METHOD OF PAYMENT FOR TRANSPORTATION SERVICES***

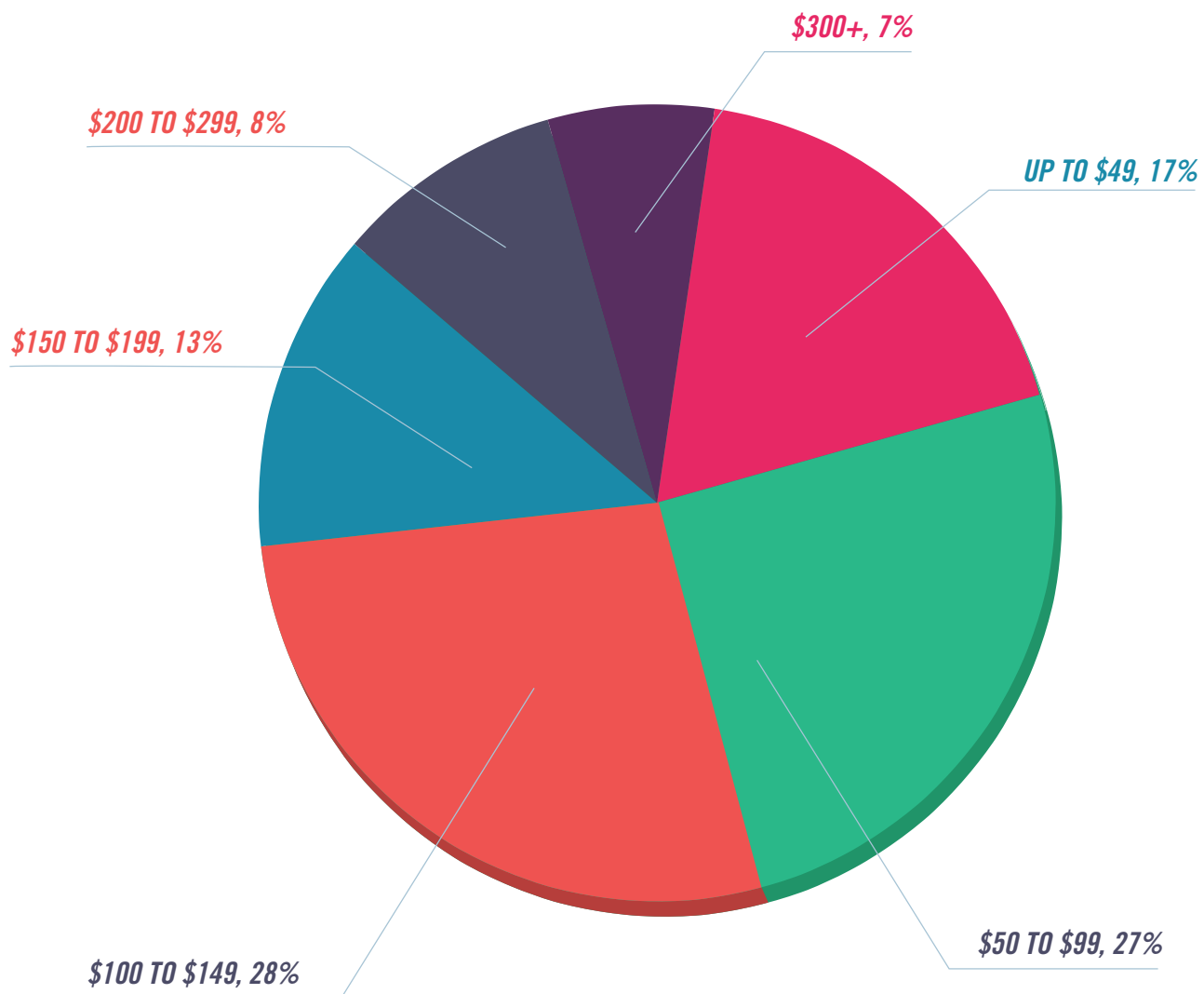


**Figure 15.2- Average Spent Last Month on Transportation Services**

This chart shows the average spent last month on transportation services in a pie chart. It is clear that over half of students are spending under \$149 a month on transportation, and 7% are spending over \$300.

15.2

## ***AVERAGE SPENT LAST MONTH ON TRANSPORTATION SERVICE***

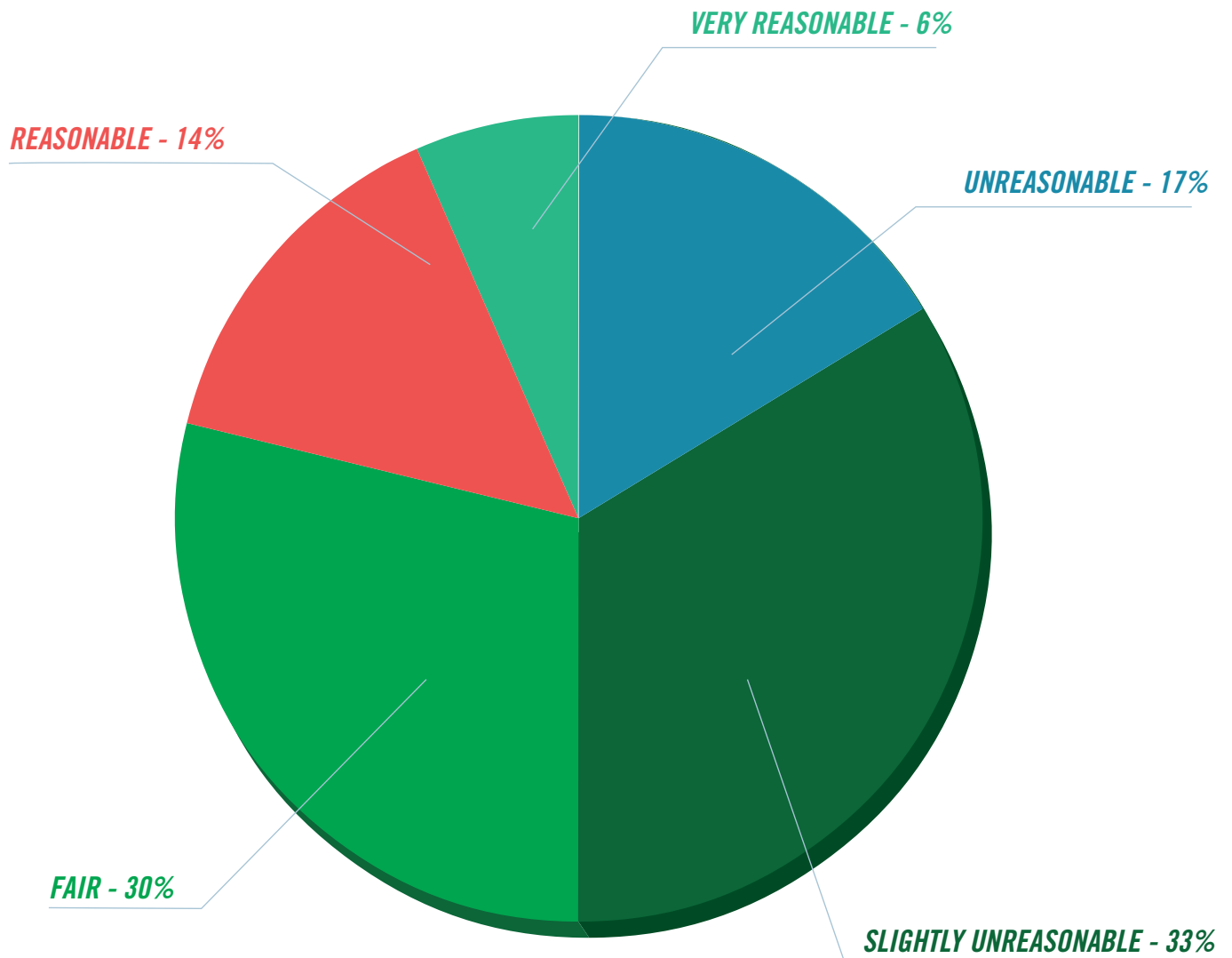


**Figure 16.1 - Value of Service**

This data shows the perceived value of service from unreasonable to very reasonable. This chart demonstrates a clear split, showing half of students find the value of service unreasonable to slightly unreasonable, and half of students finding the value of service fair to very reasonable.

**16.1**

## ***VALUE FOR THE SERVICE***





**Figure 17.2 – Average Percentage of Students that Support Each Option**

This chart shows the average level of support that each potential future transportation option has received. Students appear to clearly support enhancing the shuttle bus (75%), are slightly in favour of negotiating a Universal Pass and removing shuttle service (59.6%), and are neutral on the other three options.

17.2

**AVERAGE PERCENTAGE OF STUDENTS THAT SUPPORT EACH OPTION**

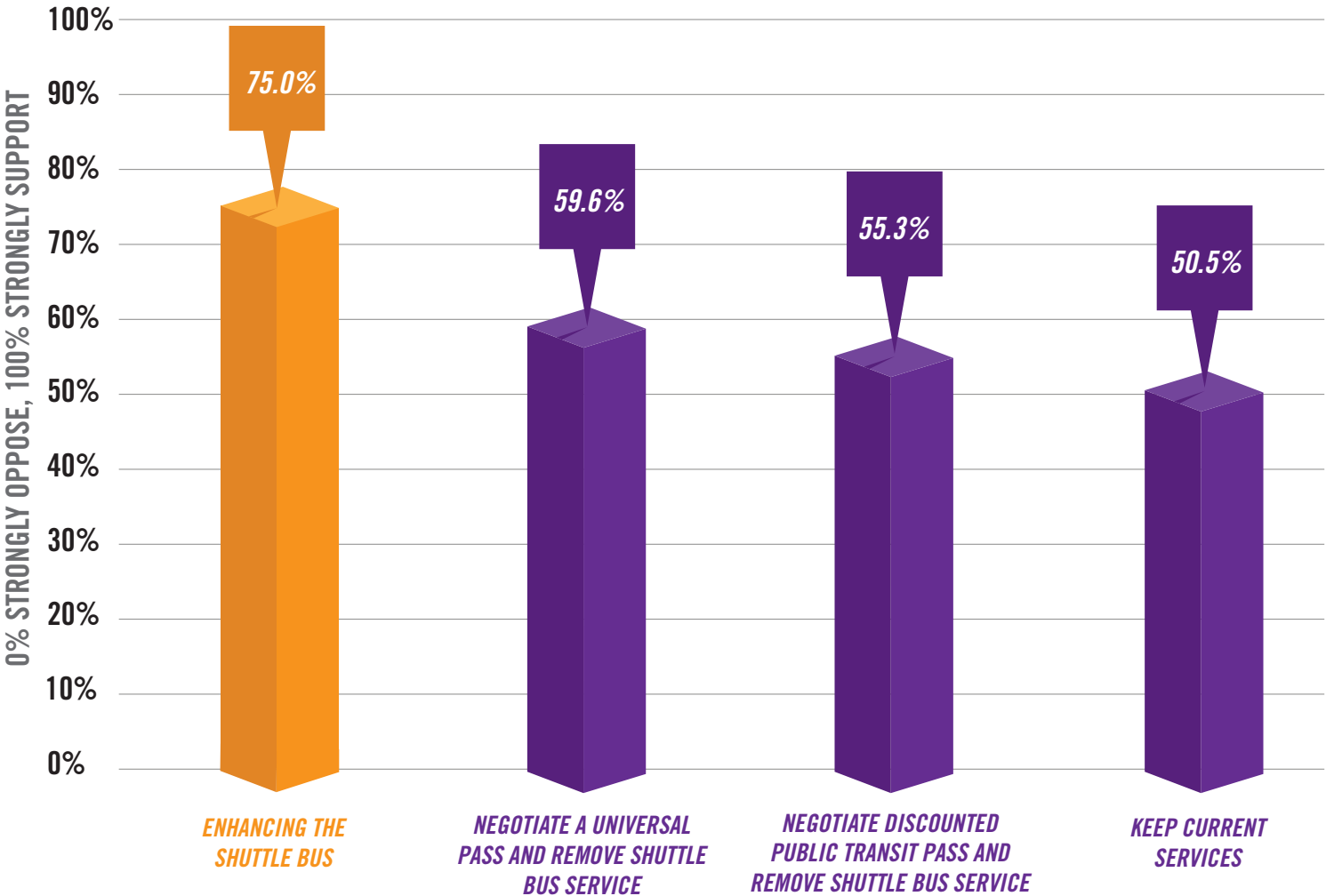
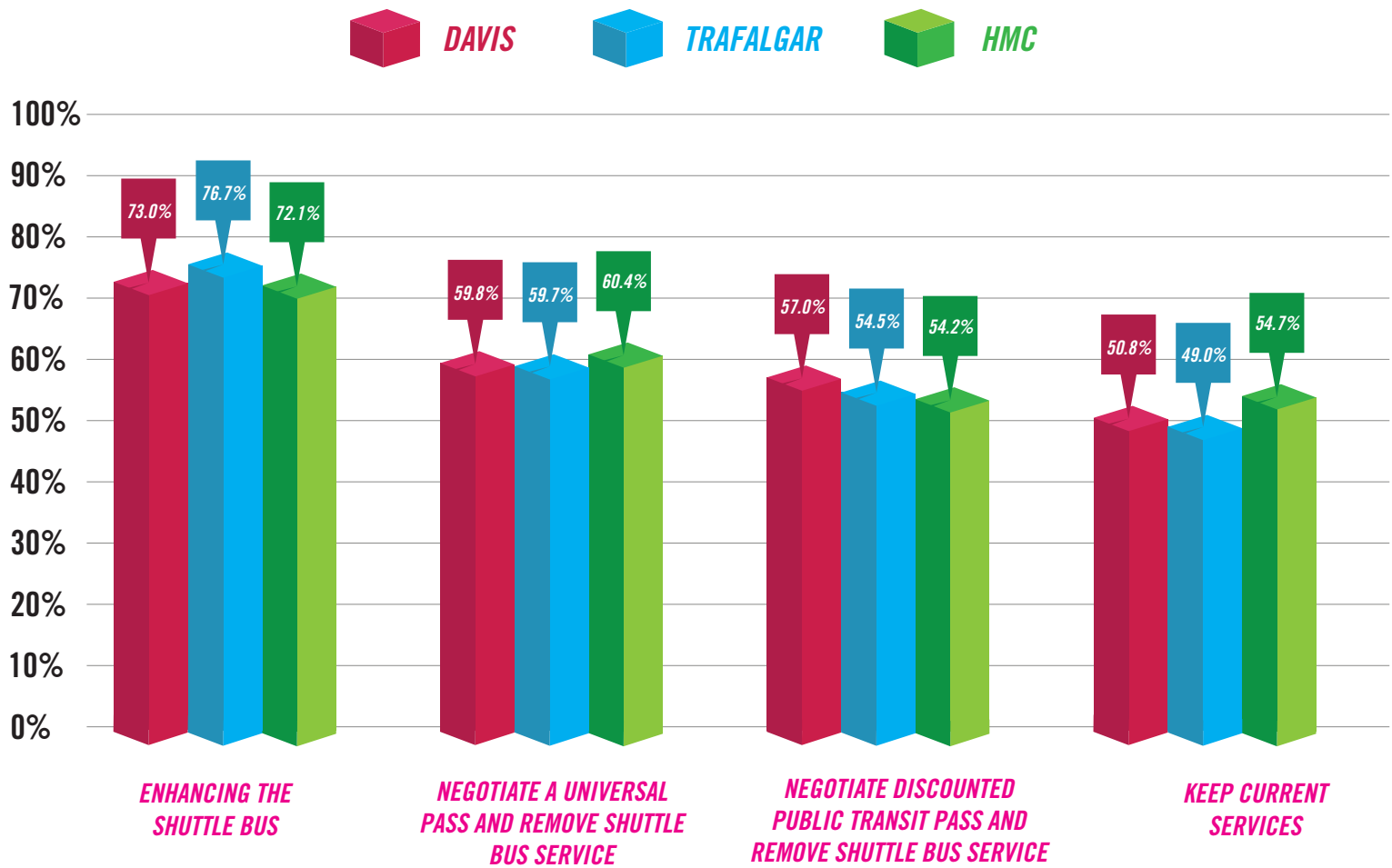


Figure 17.3 – Average Percentage of Students Who Support Each Option to Address Student Transportation Issues

This chart represents the average level of support for each potential future transportation option by campus. This data is similar to that found in Figure 17.2. The highest percentage of students to support shuttle bus enhancements was Trafalgar Campus, however opinions are generally consistent from campus to campus.

17.3

AVERAGE PERCENTAGE OF STUDENTS WHO SUPPORT EACH OPTION TO ADDRESS STUDENT TRANSPORTATION ISSUES

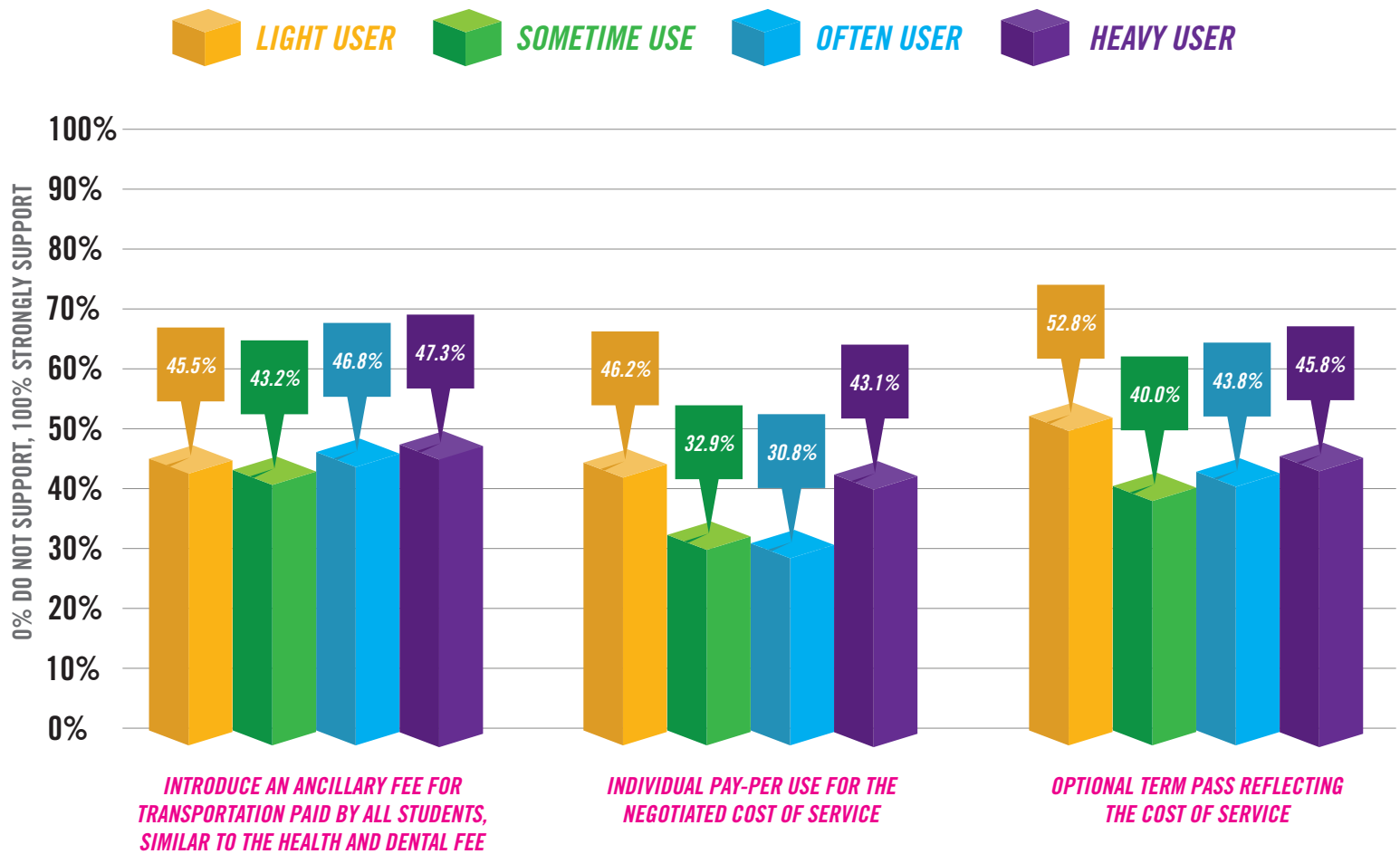


**Figure 18.1 –Average Level of Support For Funding Options From Shuttle Respondents – By Usage**

This chart shows the average level of support for funding options from shuttle respondents by their level of usage. Overall, shuttle bus users are neutral on all funding options at all usage levels.

## 18.1

### LEVEL OF SUPPORT FOR FUNDING OPTIONS FROM SHUTTLE RESPONDENTS - BY USAGE

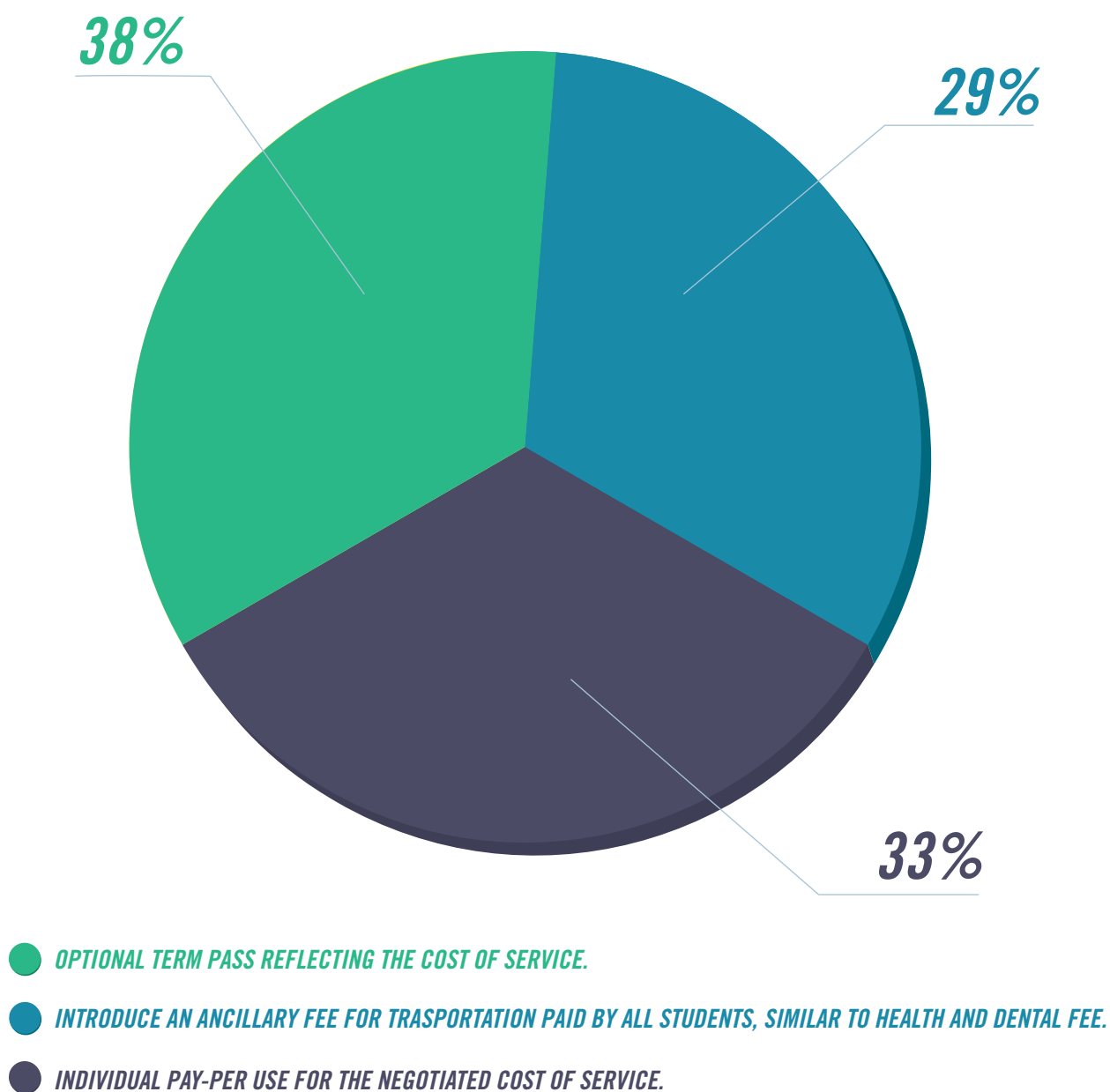


**Figure 18.3- Average Preference of Funding Options**

This chart shows the average preference for funding options from all students. It shows that students are almost evenly split between the options, with the optional term pass having the highest preference amount at 38%.

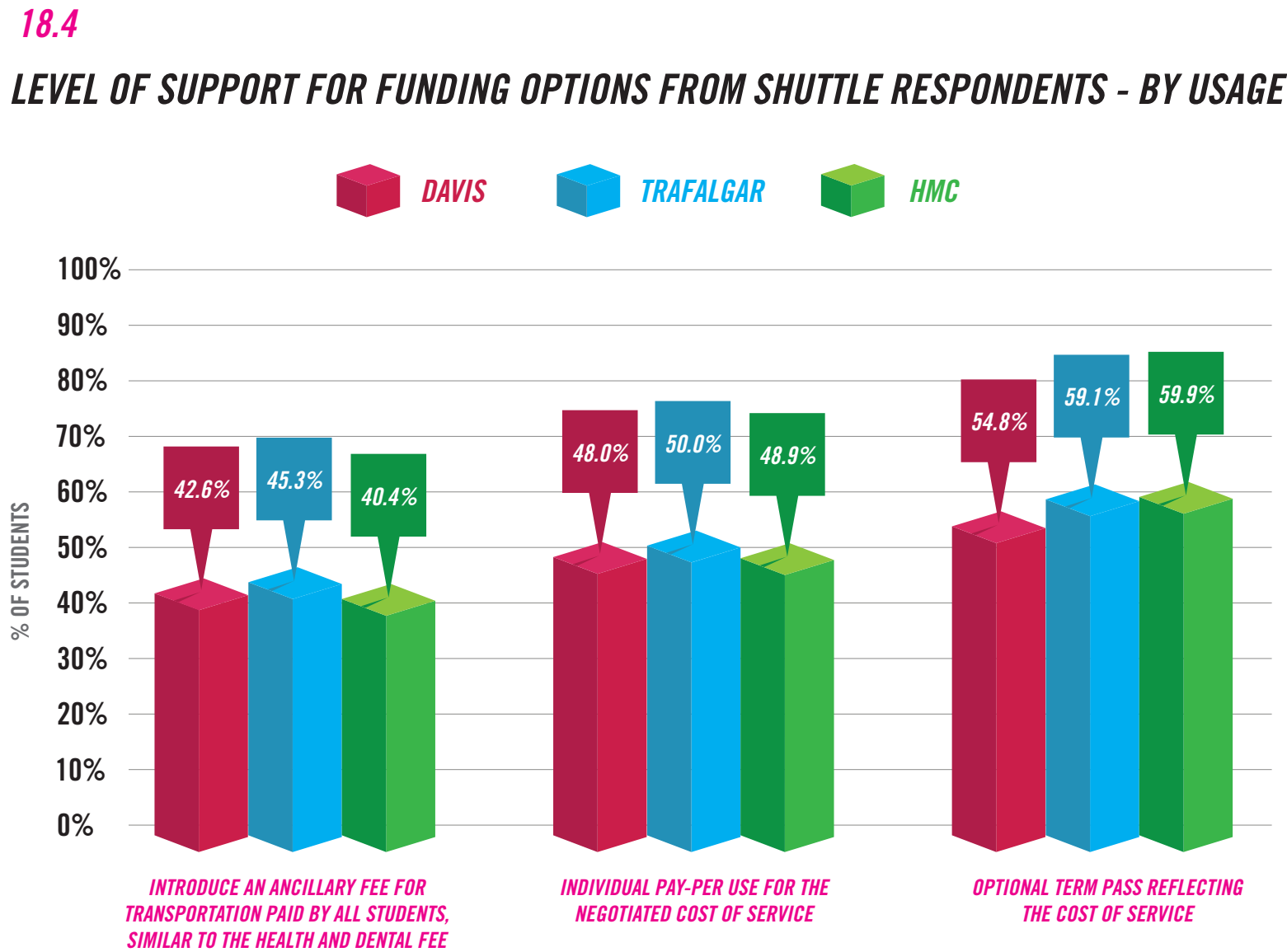
10.3

## ***AVERAGE PREFERENCE OF FUNDING OPTIONS***



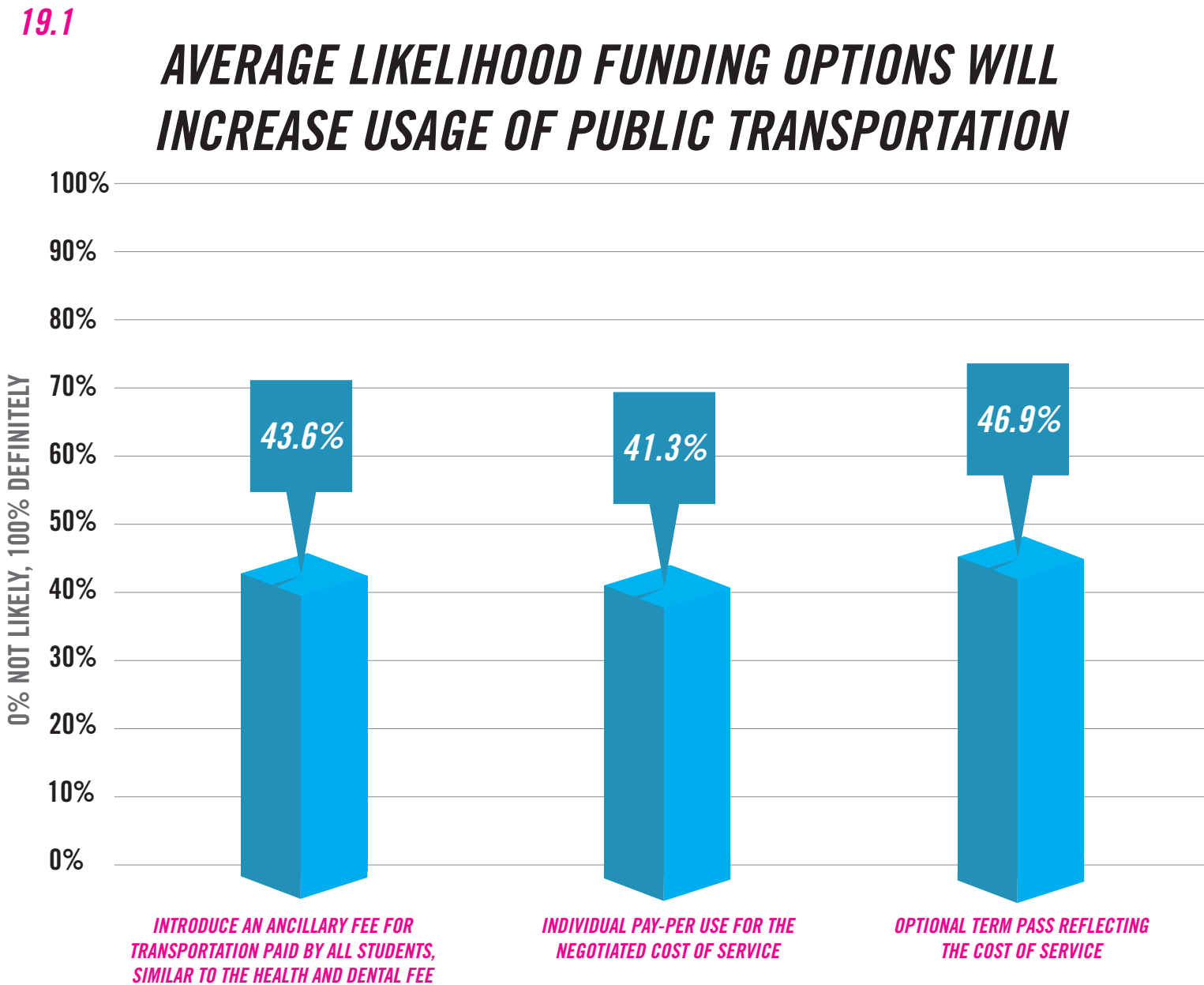
**Figure 18.4 –Average Preference of Funding Options by Campus**

This chart shows the average preference for funding options, then divides it by campus. HMC most strongly supports the optional term pass at 59.9% with Trafalgar at 59.1 % which indicates that there is a slightly above neutral interest in this option.



*Figure 19.1- Average Likelihood Funding Options Will Increase Usage Of Public Transportation*

This chart depicts that students are slightly unlikely to increase their use of public transportation if any of the options that are presented were put in place, showing that regardless of their support for an option, they will be unlikely to use the transportation services more.



## ***SUMMARY OF KEY FINDINGS:***

- *There was no over-powering voice that indicated a need or want from students to implement a U-PASS*
- *Students rate Public Transportation Services to be average/normal in terms of availability and quality of service*
- *Students rate Shuttle Bus service slightly below average/normal in terms of availability and quality of service*
- *Students experience most issues with availability, length of trip, late service and full bus/pass ups*
- *Shuttle respondents experience these issues with a similar frequency*
- *PRESTO is the most common method of payment for public transit among students*
- *Most students are spending between \$50-149 on transportation services in a month*
- *When rating the value of service, students are split (half say it is unreasonable, while the other half say it is fair to reasonable)*
- *Overall, students show the most support for enhancing the shuttle bus service*
- *Students are neutral on supporting the different funding options, however the most support is given to an optional term pass*
- *Students do not indicate that they will use the service more if the changes proposed are made to the service*

In the comment section, TTC and Burlington Transit were also mentioned frequently as other modes of transportation.

*“Yes I strongly support having discounted prices on monthly passes, but don’t remove shuttle service. That’s one unique service our school has and it’s safe and makes us a student feel more secure.”*

*“I would prefer more availability in shuttle.”*

*“An express route from Davis to Trafalgar (vice versa) needs to be in place.”*

*“Keep but improve current services; bigger shuttle buses should be provided.”*

*“As a driver I pay for my gas, insurance and car repairs. Will this be added to other student fees? If not, why should I pay for their transportation?”*

*“Not all students need transportation services - would there be a fee included for parking passes then?”*

*“I used to use the shuttle bus, but stopped because of the inconsistency in getting a seat (really unsafe to stand, especially in the back) and often it arrives late, sometimes by 20+ minutes.”*

*“One thing that a ‘universal pass’ or a ‘discounted transit pass’ would lack is the direct travel route that the shuttle provides. I would be willing to pay for the shuttle services.”*