

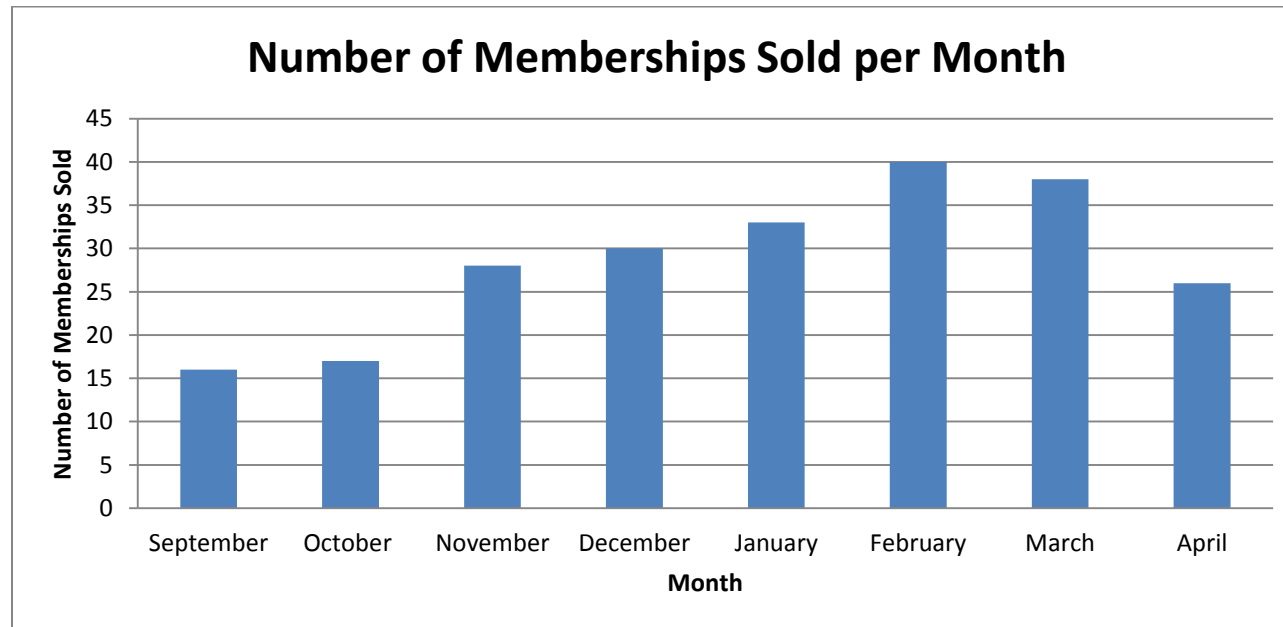


Mohawk College
Discounted Transit Pass
Mandatory Member Survey Summary
September 2012 – April 2013

DTP Program Highlights:

- 8 months Trial- September 2012 to April 2013
- 228 passes sold
- 51 unique members
- 8 sets of referrals
- Peak membership in February 2013

Pass Sales by Month (September 2012 - April 2013)



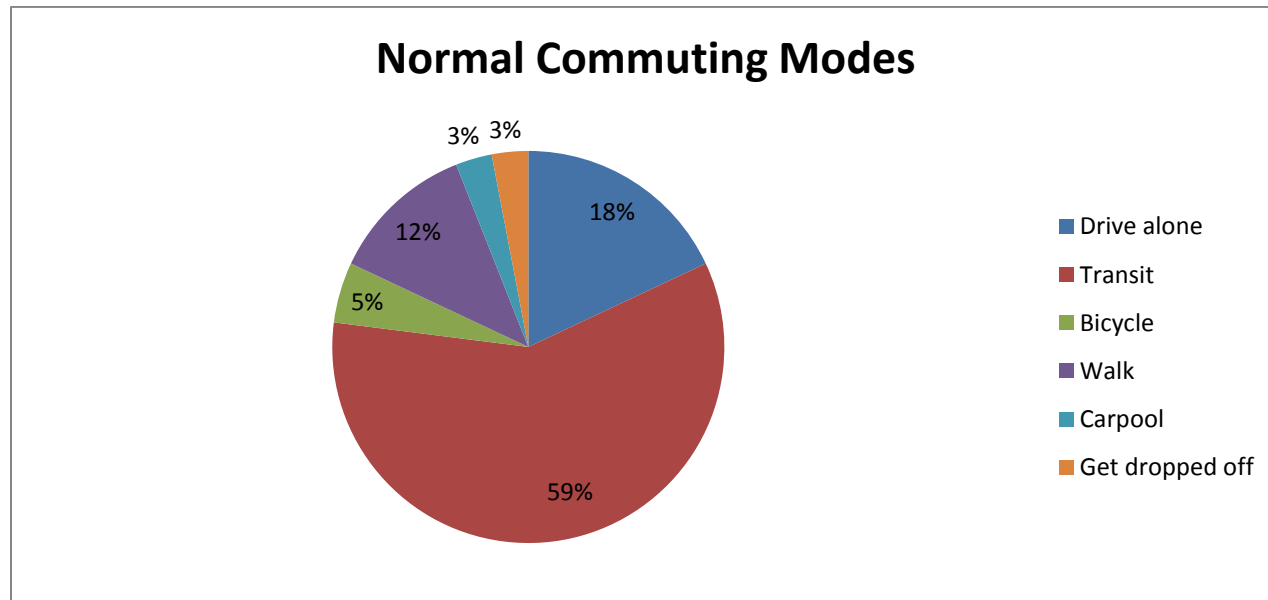
Membership Survey

All DTP members were required to complete a mandatory survey prior to participating in the DTP program as developed by Smart Commute. The following is the complete survey results.

Membership Form Survey Results

1) How do you normally commute to work?

Answer	Percentage
Drive alone	18%
Transit	59%
Bicycle	5%
Walk	12%
Carpool	3%
Get dropped off	3%

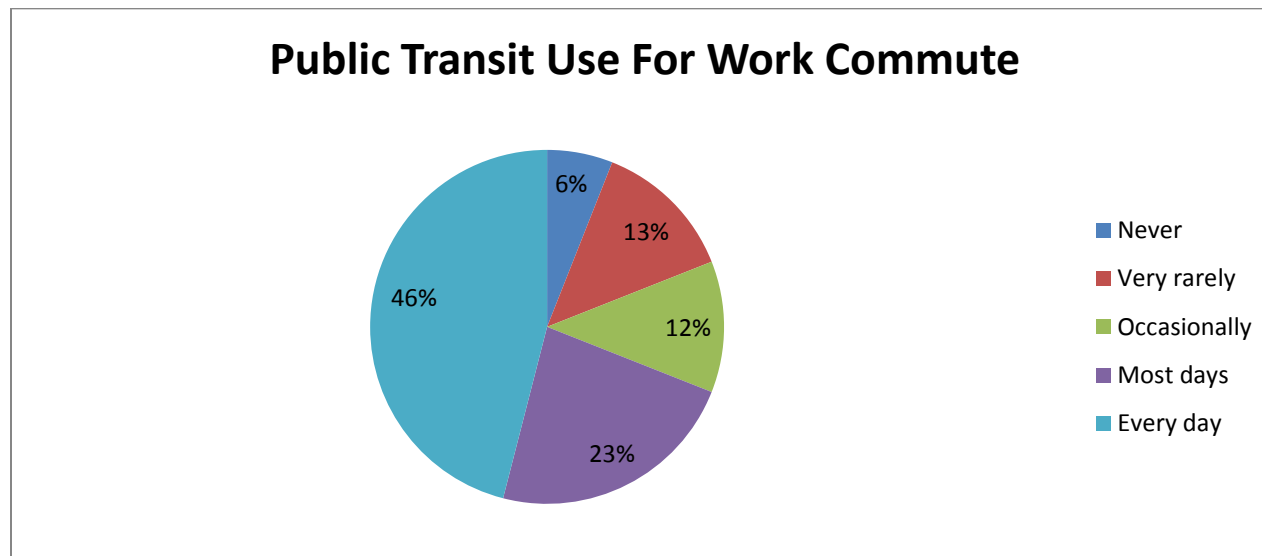


2) Over the course of the last 12 months, have you ever used public transit to commute to work?

Answer	Percentage
Yes	88%
No	12%

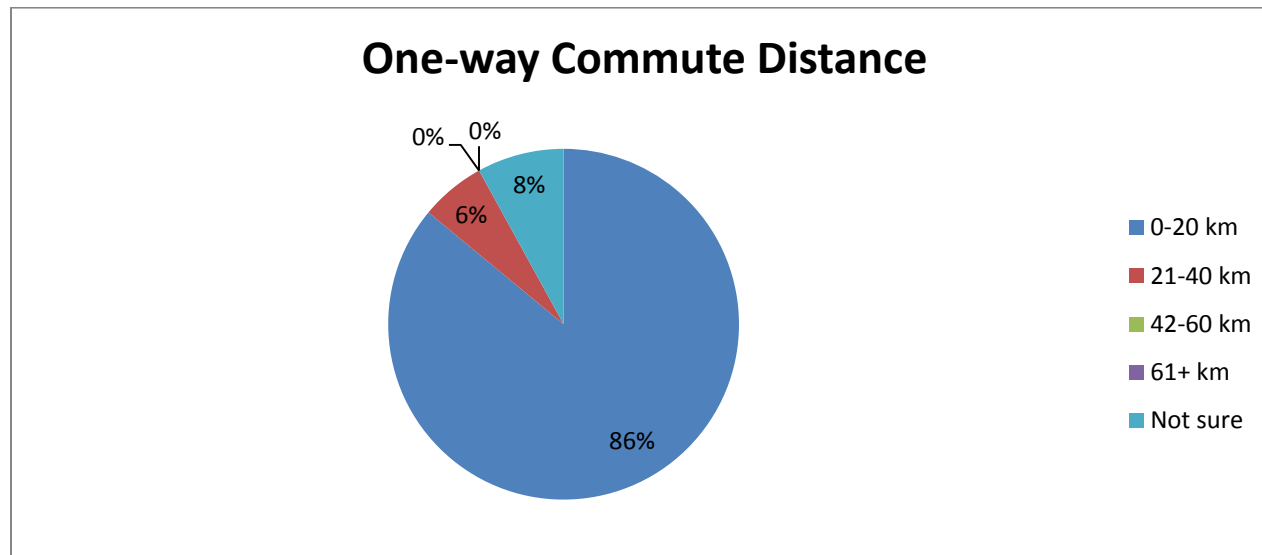
3) How often do you use public transit to commute to work?

Answer	Percentage
Never	6%
Very rarely	13%
Occasionally	12%
Most days	23%
Every day	46%



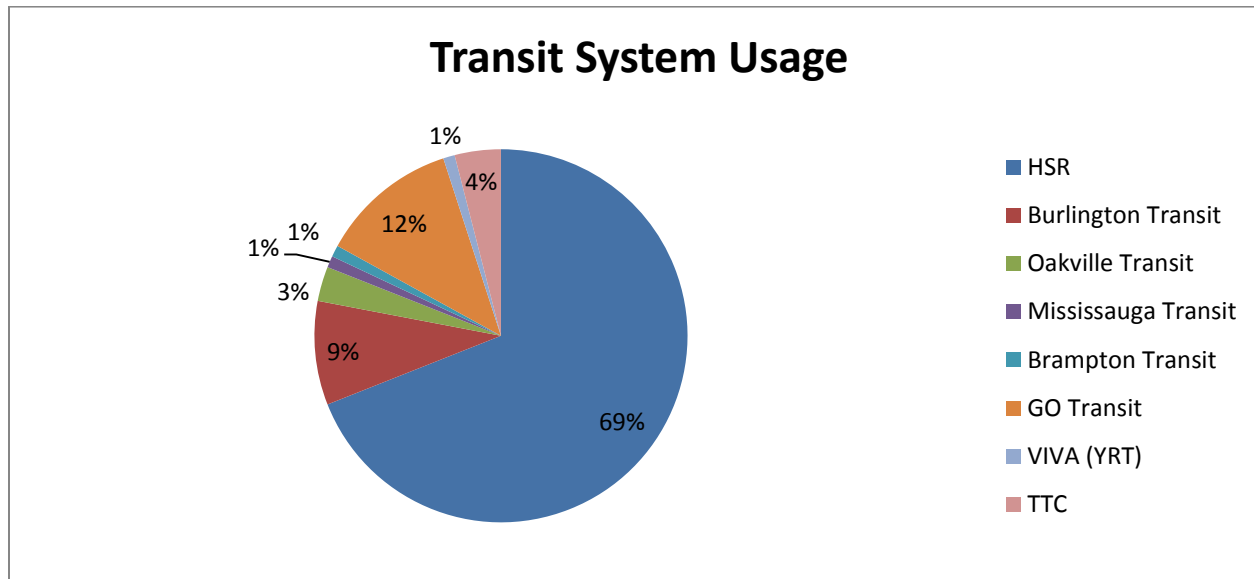
4) What is the distance of your commute to work (one way)?

Answer	Percentage
0-20 km	86%
21-40 km	6%
42-60 km	0%
61+ km	0%
Not sure	8%



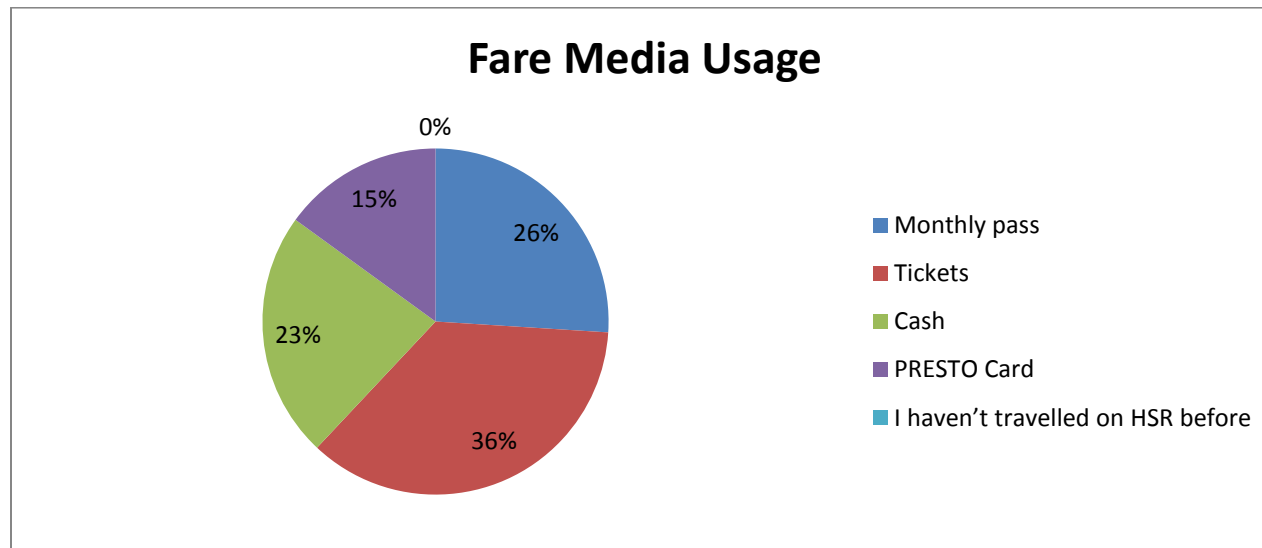
5) In the past 12 months, when using transit to commute to work, which transit system(s) have you used? (check all that apply)

Answer	Percentage
HSR	69%
Burlington Transit	9%
Oakville Transit	3%
Mississauga Transit	1%
Brampton Transit	1%
GO Transit	12%
VIVA (YRT)	1%
TTC	4%



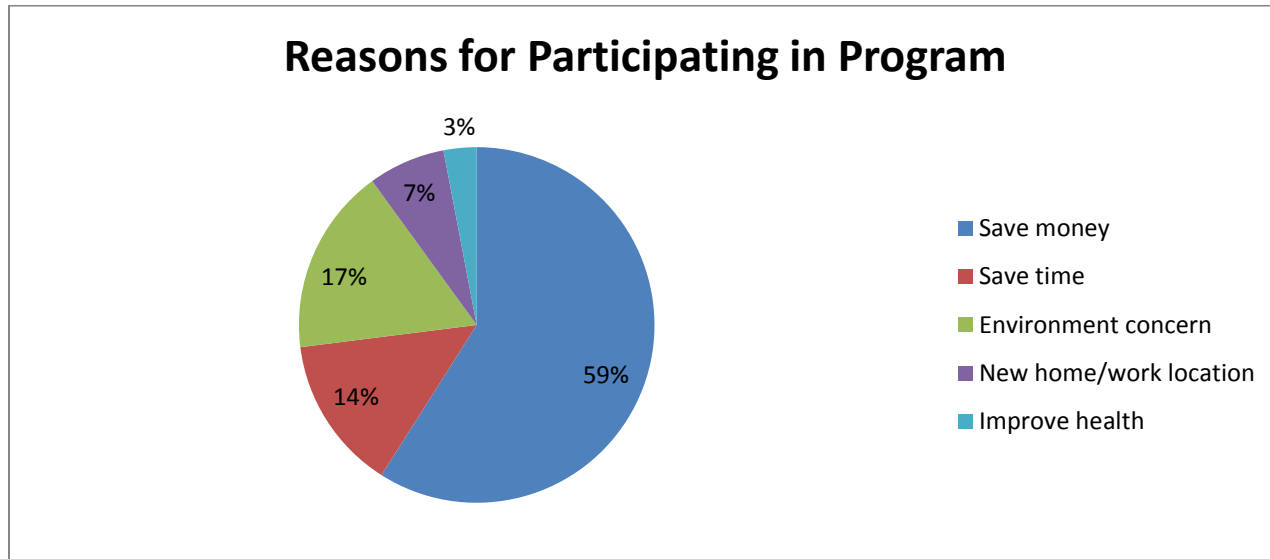
6) When you travel on HSR what fare media do you usually use?

Answer	Percentage
Monthly pass	26%
Tickets	36%
Cash	23%
PRESTO Card	15%
I haven't travelled on HSR before	0%



7) Why did you decide to participate in Mohawk's Corporate Pass program?

Answer	Percentage
Save money	59%
Save time	14%
Environment concern	17%
New home/work location	7%
Improve health	3%

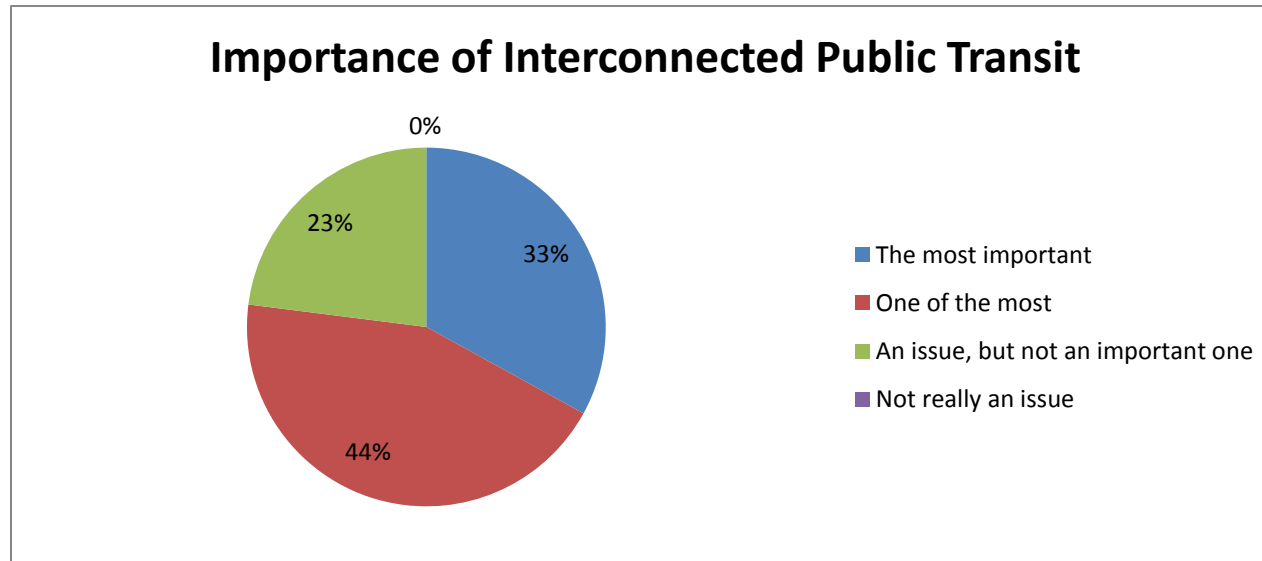


8) Before joining this program had you heard of Smart Commute?

Answer	Percentage
Yes	50%
No	50%

9) How important of an issue is an interconnected public transportation system in the Greater Toronto Hamilton Area?

Answer	Percentage
The most important	33%
One of the most	44%
An issue, but not an important one	23%
Not really an issue	0%



Discounted Transit Program Survey – 8 month Trial Completion

Methodology

In February of 2013, the Mohawk College Sustainability Office conducted a survey of all DTP members. The survey was conducted over a 2 week period, using survey monkey as the survey platform. Members who completed the survey were entered into a draw for a Sustainability Office gift pack (coffee mug and water bottle). This survey was conducted to help the sustainability better understand the importance of the DTP program and to measure any change in staff opinion since becoming a member of the DTP program.

Survey Results

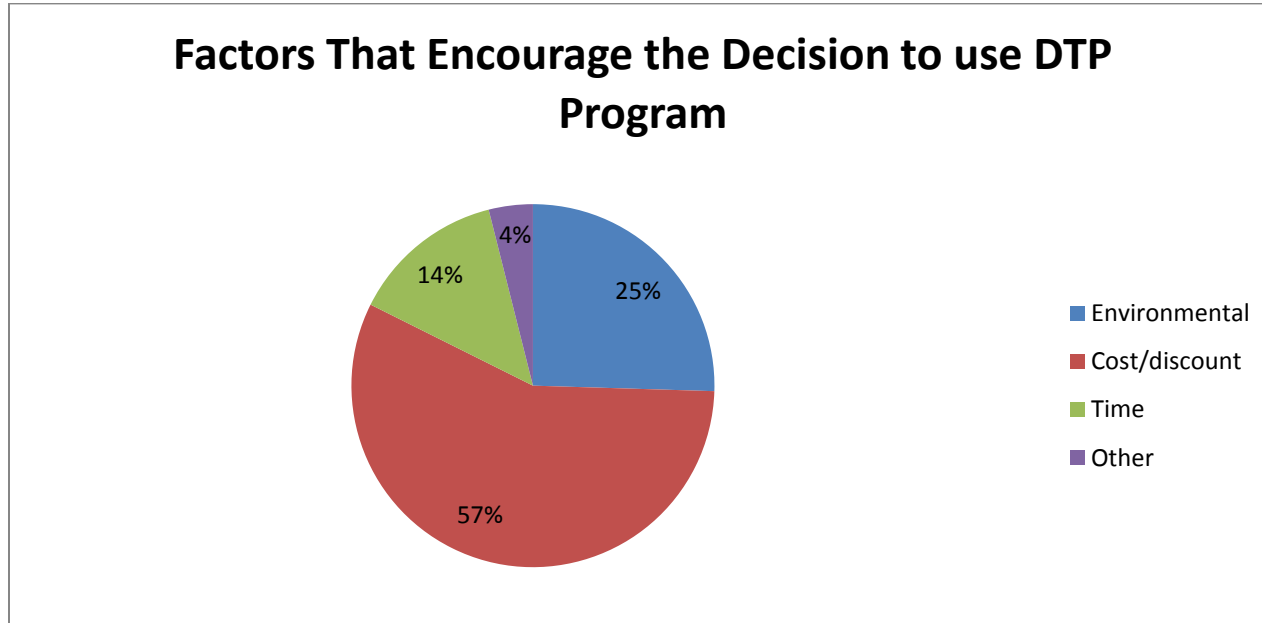
1) What factors encouraged your decision to participate in the Discounted Transit Pass program? (choose all) (29 respondents)

Answer	Number of Responses	Percentage
Environmental	13	44.8%
Cost/discount	29	100%
Time	7	24.1%
Other	2	6.9%

Other answers:

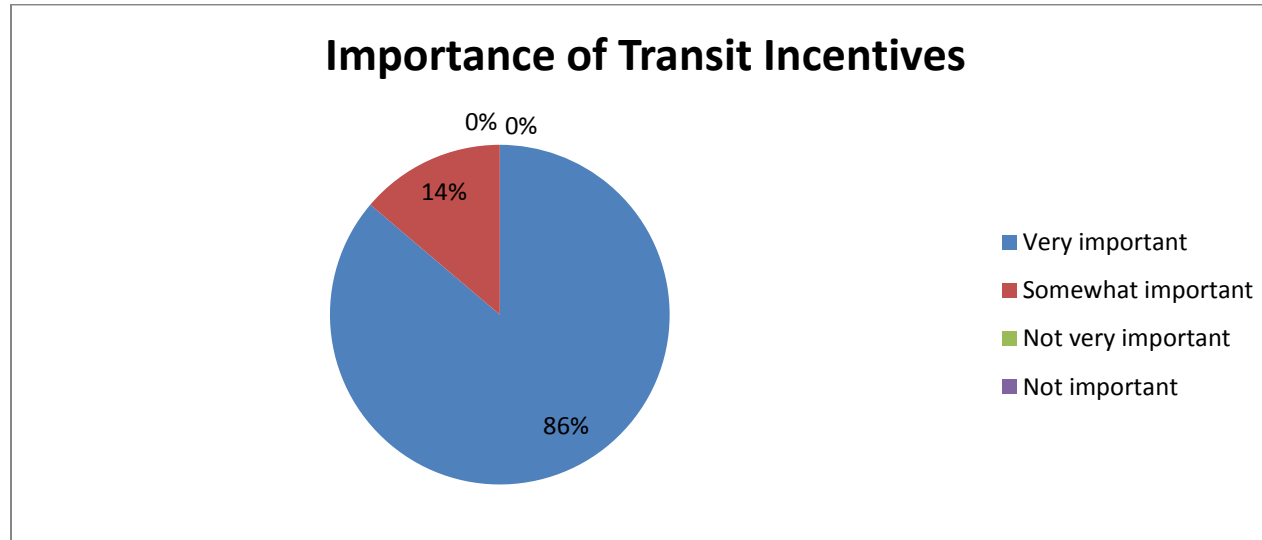
- Weather conditions
- Not having a full license

Note: percentages are based on the total number of given answers (51)



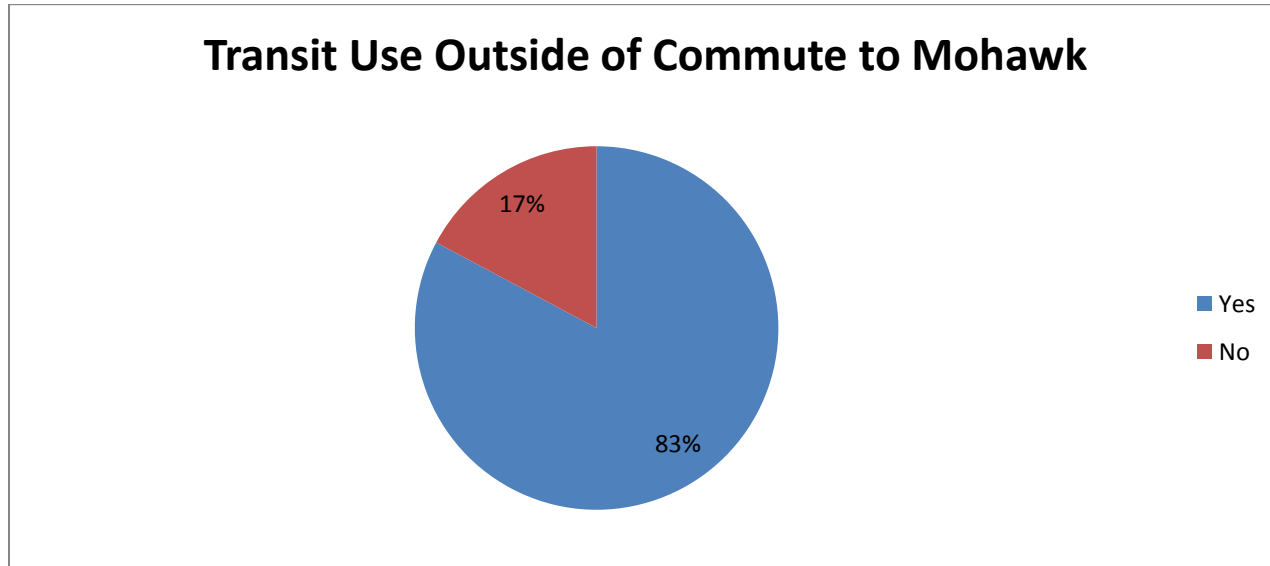
2) How important do you believe it is for your employer to offer transit incentives?

Answer	Number of Responses	Percentage
Very important	25	86.2%
Somewhat important	4	13.8%
Not very important	0	0
Not important	0	0



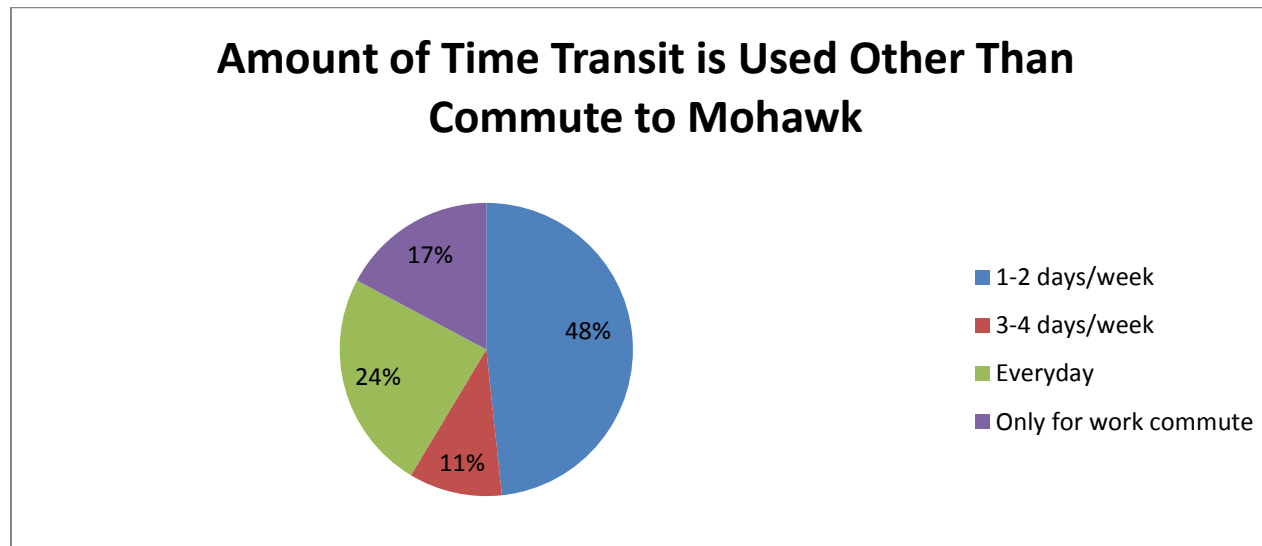
3) Do you use your Discounted Transit Pass for transportation outside of your work commute?

Answer	Number of Responses	Percentage
Yes	24	82.8%
No	5	17.2%



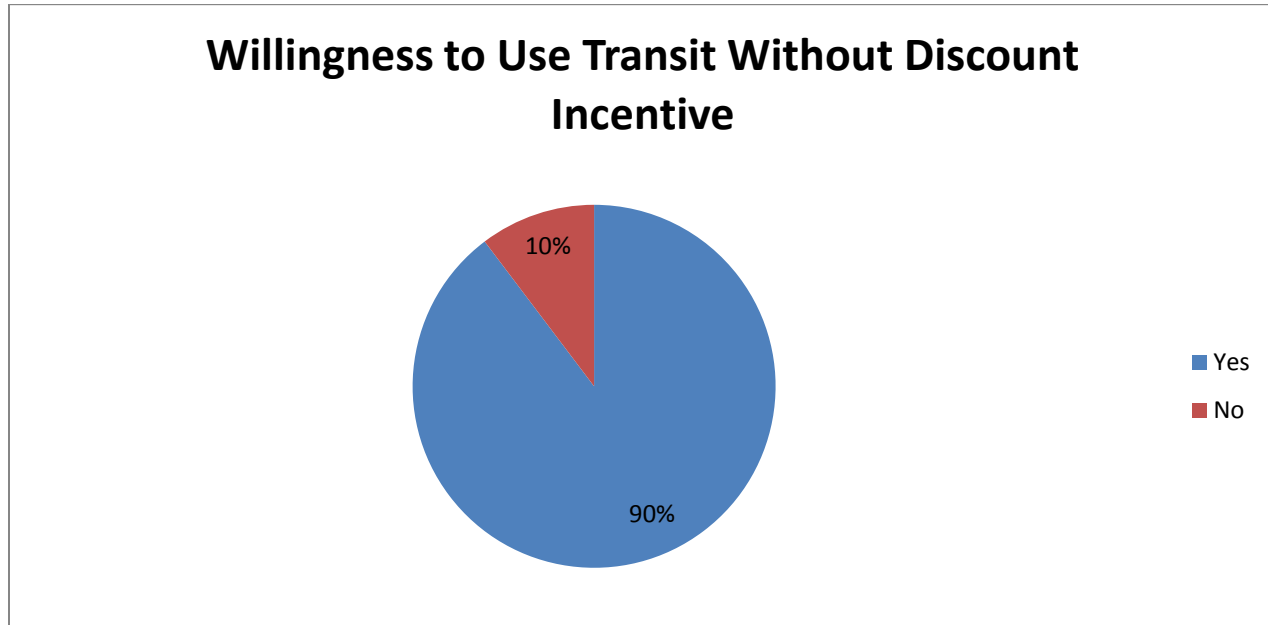
4) If yes, how often?

Answer	Number of Responses	Percentage
1-2 days/week	14	48.3%
3-4 days/week	3	10.3%
Everyday	7	24.2%
Only for work commute	5	17.2%



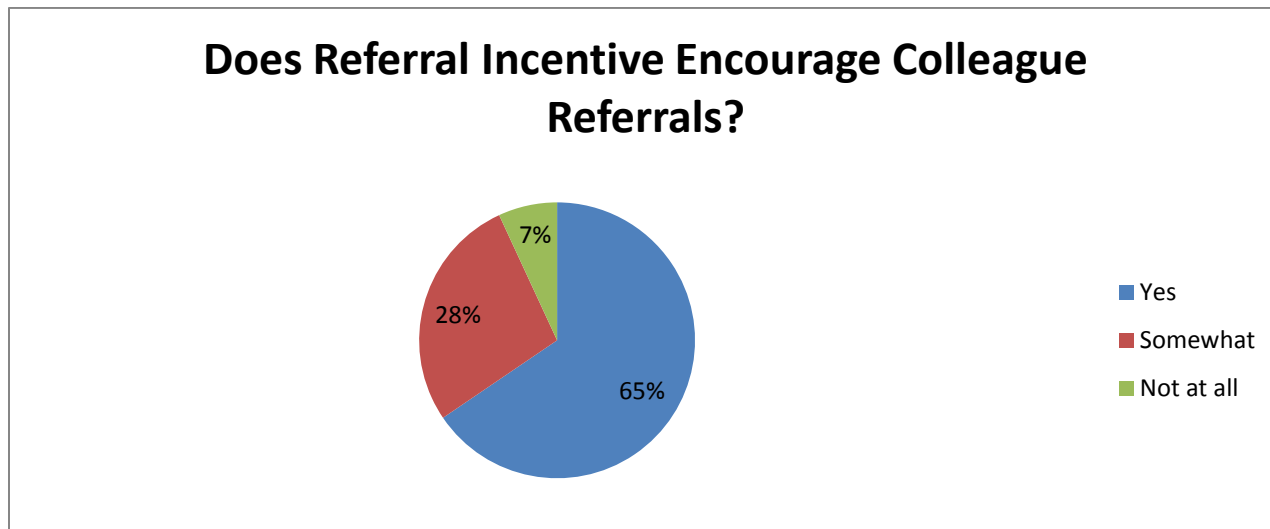
5) If the Sustainability Office didn't offer this service at a discounted rate would you still ride transit to work?

Answer	Number of Responses	Percentage
Yes	26	89.7%
No	3	10.3%



6) Do you feel that the referral incentive encourages others to recommend this service to their colleagues?

Answer	Number of Responses	Percentage
Yes	19	65.5%
Somewhat	8	27.6%
Not at all	2	6.9%



7) How would you suggest increasing the number of staff in the program? (examples)

- Increase awareness and promotion of program by using posters, pay stub advertisements, and mocomotion announcements
- Better transit service
- Increase awareness of advantages by making it personal. People seem to think taking the bus is inconvenient and they don't really care about environmental benefit. Advantages: *It is more convenient, especially in inclement weather. *Vehicle insurance savings if they're not using vehicle every day to-and-from work. *Decreased wear-and-tear on vehicle. *Health benefit attained by walking more (lose weight perhaps?). Many want to have the option of using their car once in a while and think that they have to choose between 100% transit or 100% vehicle. Offer parking discount if using transit and car (not using the parking lot every day and still paying full price for it is a big deterrent)
- Have a first time buyer discount for those who want to try to see if commuting is feasible, with a campaign/contest/prize for those that can ditch their car the most for motivation. Encourage more managers to try the program so they can lead by example! Discount on parking for those that may have to use their car once in a while. Carrying groceries on the bus is VERY inconvenient, and people may have to take kids/aging parents to appointments right after work which makes leaving the car at home impossible. But if people knew they would get a break if they had to park their car for one day a week, they may be able to bus it in the other four.
- Increase parking costs
- Sell passes to staff for their immediate family
- Increase awareness
- "Bus 101" information session for everyone. Bus etiquette lessons
- Include this information during all new staff orientation sessions/ info packages

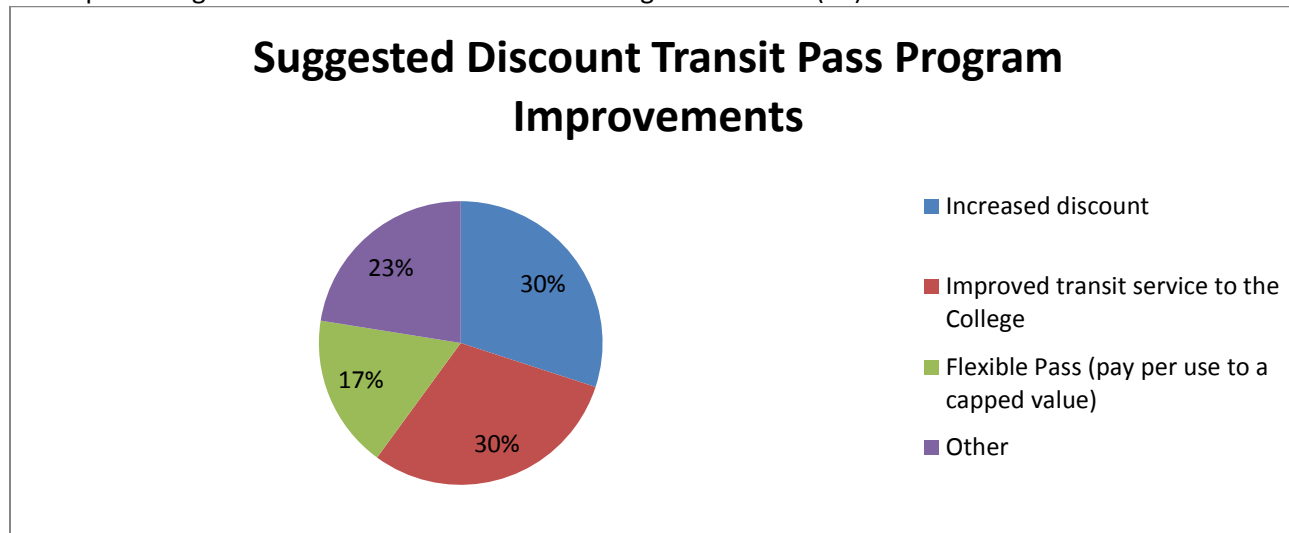
8) If you could suggest an improvement to the current Discounted Transit Pass program what would it be? (choose all) (29 respondents)

Answer	Number of Responses	Percentage
Increased discount	12	41.4%
Improved transit service to the College	12	41.4%
Flexible Pass (pay per use to a capped value)	7	24.1%
Other	9	31.0%

Other answers:

- Improve transit service. Add a bus from Mohawk to McMaster directly and from Ancaster to Mohawk directly
- Have more than one sale location for passes
- Offer discounted parking for those who have to drive infrequently
- The odd Campus Store staff member doesn't know how to process a pass purchase. You may have to go back another time
- Sell passes to staff for their immediate family (kids or parents)
- Auto monthly rollover
- This is very inexpensive and SUPER convenient

Note: percentages are based on the total number of given answers (40)



9) Overall how satisfied are you with the Discounted Transit Pass program?

Answer	Number of Responses	Percentage
Very satisfied	25	86.2%
Somewhat satisfied	4	13.8%
Somewhat dissatisfied	0	0
Very dissatisfied	0	0

