



Hamilton

AFFORDABLE TRANSIT PASS SURVEY

JUNE 2014

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AFFORDABLE TRANSIT PASS PROGRAM – JUNE 2014

Purpose:

The purpose of this survey was to obtain up to date information from users of the Affordable Transit Pass Program. Specifically, staff from the City of Hamilton wanted to better understand:

- how users use their HSR ATP pass;
- why users might purchase a pass for every month for the six months eligible;
- users willingness to renew their ATP passes online; and,
- users preference for a bus pass as opposed to a ticket option.

Methodology:

ATP users were provided the opportunity to complete the survey via face to face interview with City of Hamilton staff¹ at the GO station while renewing the ATP pass, or to complete it on their own and return the completed survey to the HSR ticket window while at the GO station. A \$3.00 Tim Horton's gift card was offered as a token of appreciation for those who completed a survey.

The survey consisted of a series of closed ended questions, an option to provide comments on whether the program should continue or not, and an optional section with some demographic questions. Data collection took place June 20 to June 27, 2014. ATP users were reminded that completing the survey was entirely optional, and that their identity would remain confidential. A total of 63 surveys were completed during the data collection period.

¹ City of Hamilton staff from the Special Supports and Neighbourhood and Community Initiatives Divisions was involved in administering the surveys.

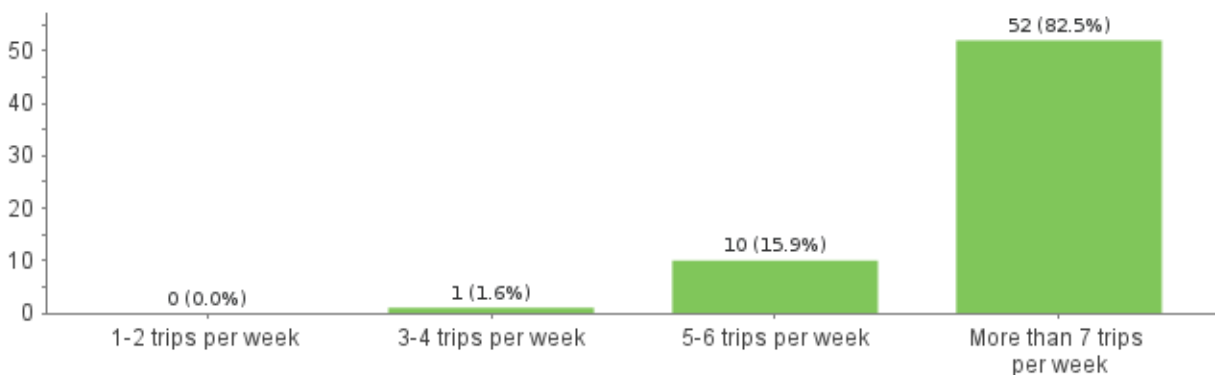
Limitations of the Survey:

- The survey development, implementation, and analysis were done with existing City of Hamilton resources.
- Data collection needed to be completed by June 30, 2014 to allow sufficient time to collate and analyse survey results for the September 8, 2014 Emergency and Community Services Committee meeting.
- In order to encourage survey participation, staff limited the length of the survey to ensure that ATP users could complete the interview within 5 minutes or less.
- Staff are unable to compare the demographic data from survey respondents to the ATP purchasers for the month of June as this detailed information is no longer collected.

Question 1:

We would like to better understand how often you take the bus i.e. Hamilton Street Railway or HSR. Thinking about your average week, how many bus trips per week would you say you take on the HSR? Example: one way to work and back would be 2 trips.

Average # of Trips Taken by ATP Survey Respondents N= 63



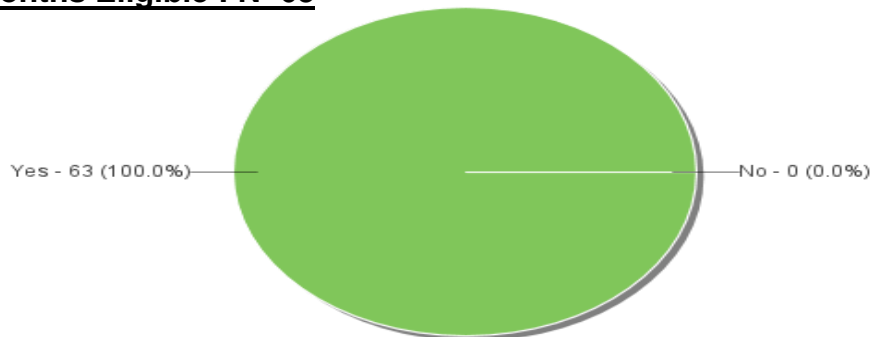
Analysis:

- 83% (52) of respondents use their ATP pass for more than 7 trips per week
- 16% (10) of respondents use their ATP for more than 5 trips per week

Question 2a/b:

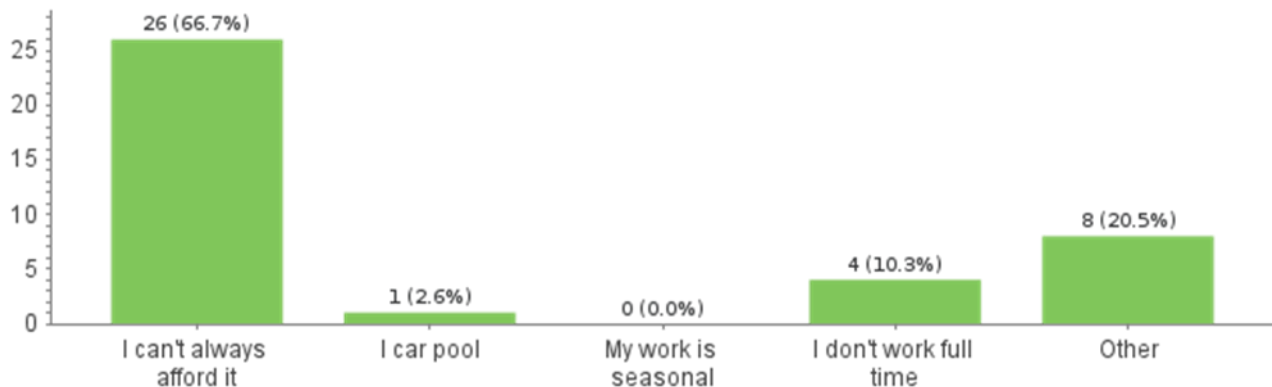
a) We want to also get a sense from program users as to whether or not they purchase an ATP pass for each and every month of the 6 months they are eligible. As a program user, do you intend to purchase an ATP pass every month for the six months you are eligible?

% of ATP Survey Respondents That “Intend” to Purchase a Pass Every month for the 6 Months Eligible : N=63



b) There may be times that you might not purchase an ATP pass while you are eligible. Please pick one reason from the list below to tell us why you might not purchase an ATP transit pass for each of the six months you are eligible.

Reasons Why ATP Survey Respondents Might Not Purchase a Pass Every Month : (N=39)



“Other” Responses:

- Can't always get to this location - it takes a long time - 1 hour trip.
- Do not need one during the school year as McMaster gives a bus pass throughout the year (only student summer job).
- If I get a car.
- Rejected from income (LICO).
- If I was laid off.

- Out of town.
- Out of work.
- Too sick – can't work.

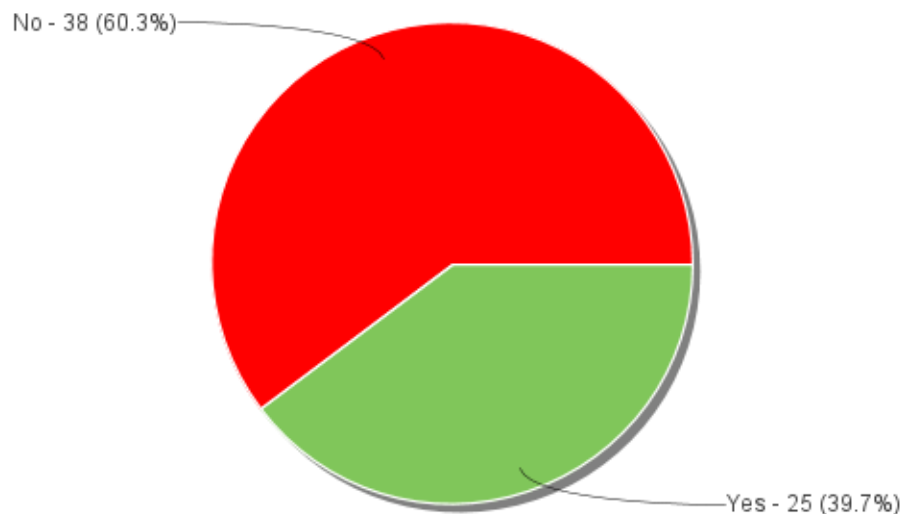
Analysis:

- 100% (63) of ATP Survey respondents indicated that they had the intention of purchasing an ATP pass each month for the 6 months eligible.
- 67% (26) of those identified that affordability might cause them not to purchase an ATP pass in a given month during their eligibility period.

Question 3a/b:

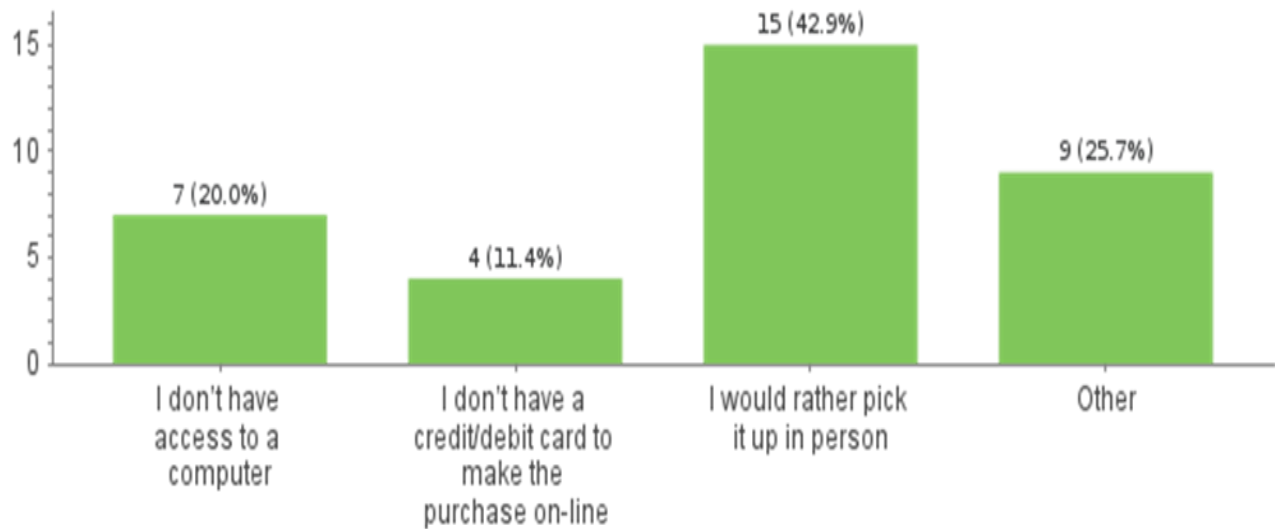
a) In order to purchase a pass through the ATP program, users are required to pick up their transit pass at 36 Hunter St. each month. If you could renew your monthly pass on-line would you?

ATP Survey Respondents Preference to Renew their ATP Pass In Person or On-line: (N=63)



b) Why not? Please pick one reason from the list below to tell us why you would not be likely to renew your monthly ATP pass on-line.

Reasons Why ATP Survey Respondents Would Prefer Not to Renew On-Line (N=35)



“Other” Responses:

- Don't trust paying anything online.
- Don't like doing that.
- Too complicated.
- Don't do anything online.
- Don't do anything on line.
- Problem with computer.
- Better here once money is in.
- Better in person.
- Both ways are fine for me.

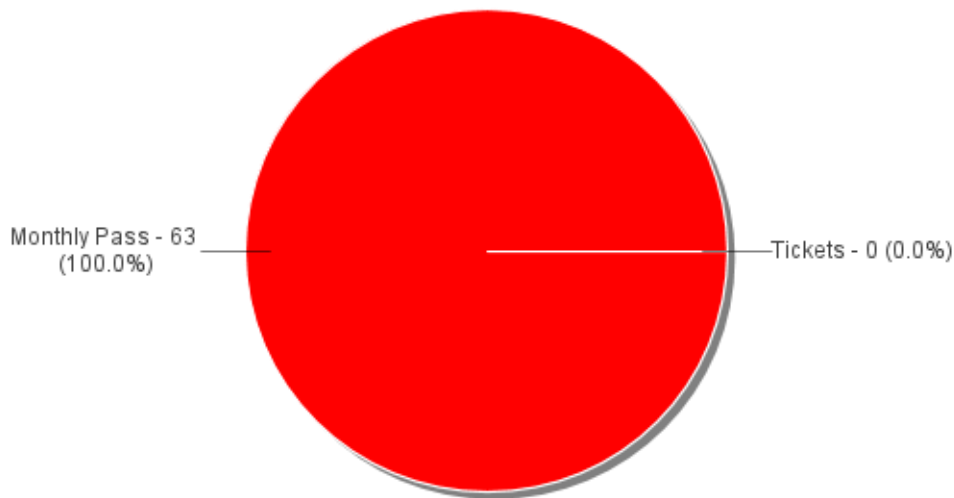
Analysis:

- 60% (38) of ATP survey respondents indicate that they would prefer to pick up their pass in person while 40% (25) said they would use the on-line option.
- For those respondents who preferred not to renew on-line, 43% (15) expressed a preference to pick up their pass, while another 20% (7) stated that access to a computer was a barrier.
- 26% (9) of “other” responses were recorded. It would appear that there is a general distrust with on-line transactions for those who responded to this question.

Question 4a/b:

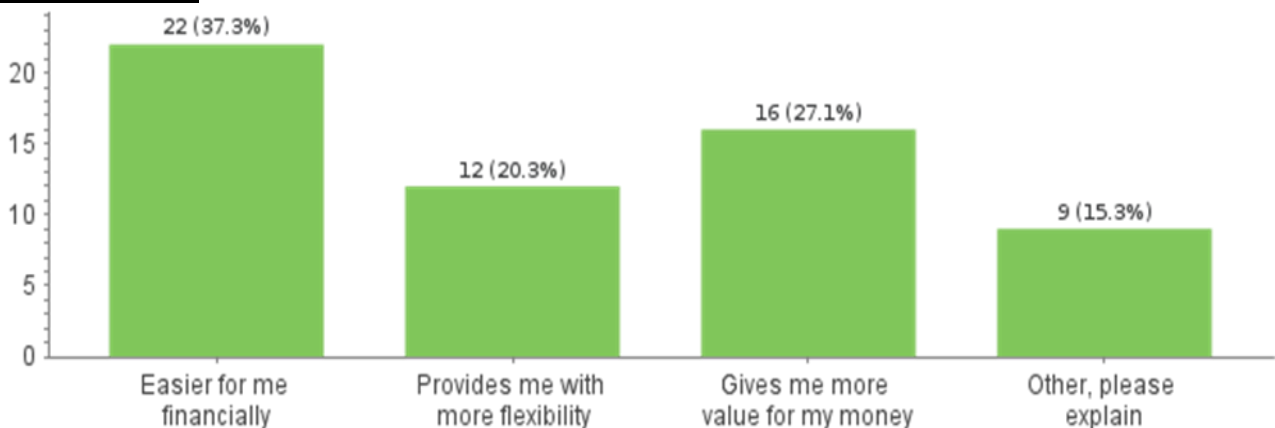
a) The ATP program currently offers eligible users the option to purchase ½ price bus pass only and not tickets. If you could choose between tickets or monthly pass, what would you prefer?

of ATP Survey Respondents Who Prefer the Pass Option vs Ticket Option (N=63)



b) Looking at the list below, what is the one main reason why would you prefer this option?

Reasons ATP Survey Respondents Would Prefer the Pass Option Over a Ticket Option (N=59)



“Other” Responses:

- Don't have to worry about transfers running out.
- Don't have to have a transfer.
- It is easier.
- Pass is best.
- Pass is best - will lose tickets.

- Don't have to try to keep track of tickets / may lose them.
- Easily lost tickets.
- Won't lose pass but could lose tickets.
- More convenient.

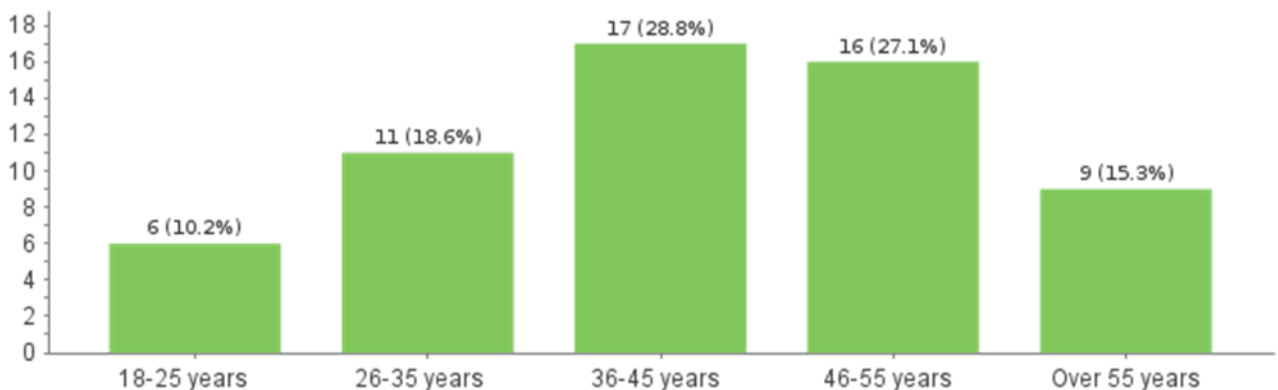
Analysis:

- 100% of ATP survey respondents prefer to purchase a pass instead of tickets.
- 37% (22) indicated that it was “easier for me financially” while another 27% (16) found that a pass “gives me more value for my money”, and 20% (12) chose “provides me with more flexibility”.
- With respect to other reasons for preferring a bus pass, concern over losing tickets and managing transfers appear to be the most common reasons identified.

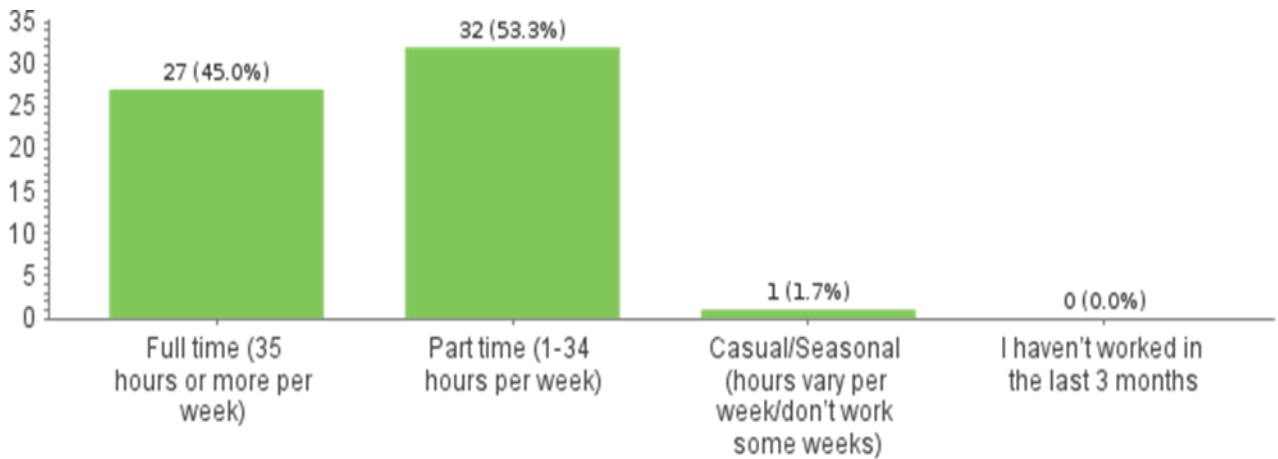
DEMOGRAPHIC SECTION:

- 65% (39) were female and 35% (21) were male.
- Most of the respondents fell into the age ranges of 36-55 years of age.
- 53% (32) were employed part time while 45% (27) were employed full time.
- Most ATP survey respondents were from central Hamilton and the Mountain, however, there were many others from varying postal codes as well.

Age Range of ATP Survey Respondents (N-63)



Employment Status of ATP Survey Respondents on Average the Last 3 Months (N=60)



First 3 Letters of ATP Survey Respondents Postal Codes (N=57)

Response	Chart	Percentages	Count
L8E		3%	2
L8G		1%	1
L8H		5%	3
L8J		1%	1
L8K		5%	3
L8L		12%	7
L8M		10%	6
L8N		8%	5
L8P		8%	5
L8R		3%	2
L8S		1%	1
L8S		1%	1
L8T		3%	2
L8V		10%	6
L8W		3%	2
L9A		5%	3
L9C		12%	7

SCHEDULE A

ATP RESPONDENTS COMMENTS AS TO WHETHER OR NOT THE PROGRAM SHOULD CONTINUE

City of Hamilton staff will be preparing a report to City Council in the fall of 2014 making a recommendation to extend funding until May 31, 2015. Is there anything you would like to say about whether or not the ATP program should continue?

- It is perfect the way that it is.
- I hope it doesn't stop. I love the program.
- Yes continue - it is fantastic!
- I think it should continue. It is doing a great thing for me.
- I think it should continue. It really helps people who are low income who want to work. Working poor that do not have ODSP or OW, it is needed.
- It is an excellent program; we will be in trouble if you cut it off.
- I am happy with the program and how they provide. I am glad they help us and I like the benefit. I am glad I had access instead of having to transfer.
- I wish I could pick up my pass downtown. I wish I could submit my application downtown instead of at Barton St.
- I am a single mother with 2 children and I have a part time job and go to school. It is very affordable for me. Otherwise full price is too expensive. Want to thank you for making this possible.
- For a part time worker - it is great to help out financially.
- It should continue - great program.
- It should continue - makes it a lot easier.
- Should continue - huge help to get to work, bring kids to daycare and it would be really expensive without it.
- I think you should consider funding for high school students who hold a part time job/one's who are not working who have to take the bus to school.
- Yes, only have seasonal/part time job so it is a good program for us. I love the program. Please continue.
- Good Program.
- The program should continue, it really helps.
- Keep it going - helps get to work (saves on food budget).
- Need this to get to work and cannot do without it.
- Continue on because financially it keeps them working (son is handicapped) - not earning much.
- Allows me to get to work, easier on budget, good program.
- Get to work daily; do not want to go on welfare. This pass really helps!
- Program must continue, should also be available for part time students.
- Assists me as I take 2 buses to get to work.

- Use HSR everyday ... needs it.
- Keep up the good work ... Helps a lot.
- Very Grateful.
- Should continue.
- Great Program.
- Really satisfied with the program.
- Really helps out.
- Appreciate it so much. Very thankful for this program Helps to get to work continue working and being a productive person of society I am a PSW.
- I wouldn't mind it being the presto pass.
- Regular pass is quite expensive. Don't always have \$87.
- I would really like it to continue. I depend on it.
- Want it to be continued Gives me more money for food and rent. Single person living alone so it helps out a lot.
- Use it to get to work, go shopping, take child to school take 3 buses to get to work taking for 15 yrs.
- Grocery Shop ... go to work.
- Use to get to work, school, grocery shop, medical appointments.
- Travel to work. Grocery Shop. Main method of getting around.
- To go to work, grocery shop, family trips.
- Go to work, grocery shopping, medical appointments.
- Yes, please continue, really expensive as full price.
- Integrated with presto card.
- It should continue.
- Thank you so much. Very helpful.
- I think it should continue because it helps people who don't have a car because it would be almost impossible to afford. I am really happy with it.
- I am happy with it.
- I think it should continue. It's a great program.
- I think it should continue. It's a good program for people who are working.
- It should continue. It really helps.
- I should continue. It's useful.
- It should continue. I think people take things for granted, and it really helps.
- Cheaper.
- Likes that the program is offered.
- Permit program would be nice.
- Please keep the program.

SCHEDULE B:

GIS Map of the First 3 Letters of the Postal Codes for ATP Survey Respondents in relation to their proximity to 36 Hunter

