



McMaster Students and Hamilton Transit

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Presentation Outline



- What is the McMaster Students Union?
- Student Retention & City Engagement
- Transit
 - Bus Lanes
 - Light Rail Transit
- Future Conversations
 - Your City Survey 2.0

What is the MSU?



- The McMaster Students Union is a not-for-profit organization that represents all full-time undergraduate students (~22,000) at McMaster University
- 40 full-time staff, 200+ part-time staff and hundreds of volunteers
- 30 + services and business units and nearly 350 clubs
- More than \$12 million in annual revenue (2013/2014)

Student Retention and Engagement



- MSU values all the cultural, social and employment opportunities Hamilton has to offer
- “Discover Your City” campaign - Student Community Support Network
- Your City Survey 2012 –
~1000 students

Hamilton
DISCOVER
YOUR CITY
WEEK 2015

FEBRUARY
9 - 13

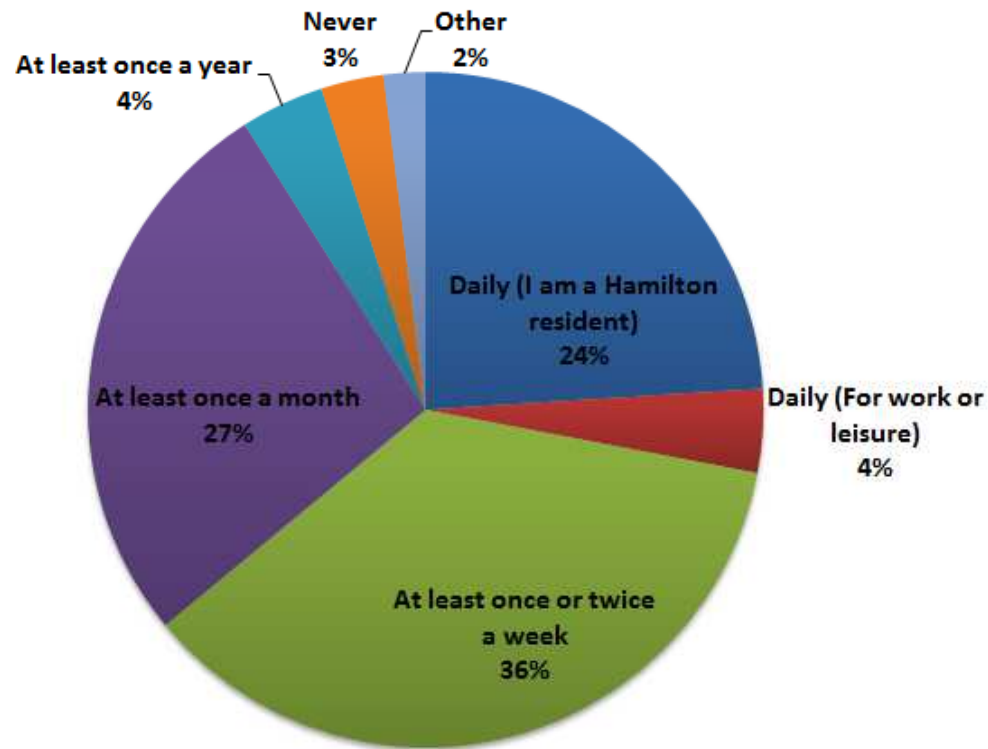
MON. FEB 9	TUES. FEB 10	WED. FEB 11	THURS. FEB 12	FRI. FEB 13	ALL WEEK
Pier 8 Skating Including DJ	MACgreen Hike	Motown Ilovethefilmseries Movie: Monsoon	A Night Out on Locke Street	Art Crawl & Bulldogs Game	Hamilton Winterfest 2015 JUNO Photography Exhibition and JUNO Tour of Canadian Art

MSUMcMASTER.CA/YOURCITY2015

Snapshot Current Landscape



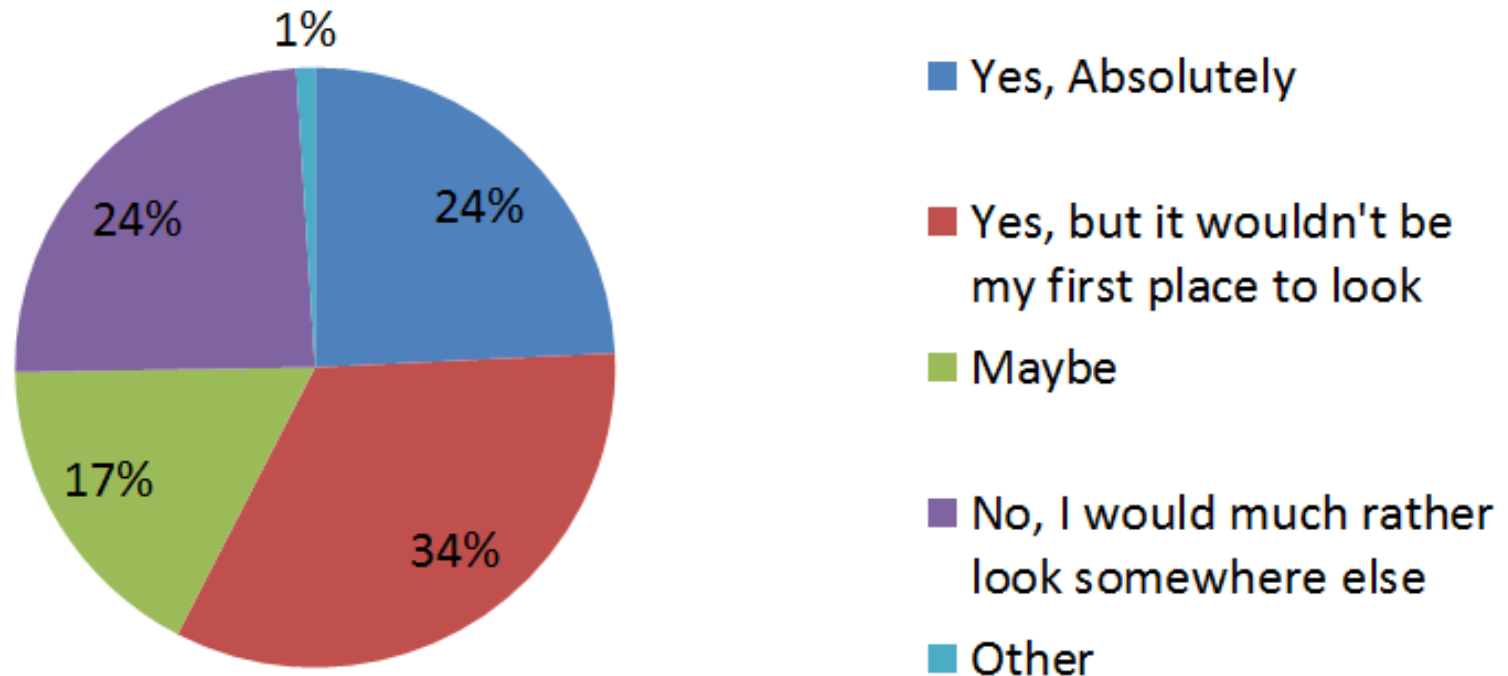
How often do you travel into Hamilton outside the McMaster Bubble?



Snapshot Current Landscape



Upon graduation, would you consider applying for job opportunities in Hamilton?



Role of Transit in Retention



- Quality transit service is important to the McMaster student experience and student retention
 - Navigating around Hamilton by public transit is a difficult and counter-intuitive task for many students
 - When asked what was acting as barrier to student involvement in the city, inefficient transit was specifically mentioned

MSU and Transit



- All MSU members receive a 12 month HSR pass
- $\$138.65 \times \sim 22,000 = \3.05M
- HSR 2014 Revenue $\$48\text{M}$ ^[1]
- MSU Contribution 6.35% of annual revenue

High quality and reliable service encourages students to explore the city.

1. Public Works Presentation – GIC January 29, 2014

Bus Lane on King Street



- Designation of the bus lane along King Street corridor increases the efficiency of transit and encourages increased transit usage by students
- **MSU condemns the discontinuation of the bus lane and urges the City Council to reconsider its recent decision**

Light Rail Transit (LRT)



- The MSU believes that implementing LRT will benefit all members of the MSU and the Hamilton community
 - LRT provides economical growth
- With secure provincial funding - we continue to encourage council to vote for implementing LRT to improve the city's transit

Engage with Us



McMaster Students Union:

- msumcmaster.ca
- [fb.com/MSU_McMaster](https://www.facebook.com/MSU_McMaster)
- [@MSU_McMaster](https://twitter.com/MSU_McMaster) #McSU

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