



Modal Split Survey

November 2016



About the Social Sciences Research Laboratories

Founded in 2011, the Social Sciences Research Laboratories (SSRL) represents a major investment in social science research infrastructure and research supports at the University of Saskatchewan, and across Canada. Comprised of eight complementary and interrelated research laboratories (*Community-Based Observation Laboratory; Experimental Decision Laboratory; EEG Hyperscanning Laboratory; Qualitative Research Laboratory; Spatial Analysis For Innovation in Health Research Laboratory; Survey and Group Analysis Laboratory; Social Network Laboratory; and Video Therapy Analysis Laboratory*), the SSRL has three objectives:

1. To provide researchers access to shared research infrastructure and technical and administrative support.
2. To enable hands-on research training opportunities for undergraduate and graduate students in the social sciences.
3. To enable and support investigator-driven and community-engaged research.

Uniquely developed as a 'public utility,' the SSRL provides access to specialized research infrastructure (computers, equipment and software) and research space (specific and multi-purpose research space that facilitates mixed-methods research). Additionally, the SSRL provides access to research supports in the form of methodologists/specialists (SSRL operations staff) with backgrounds and training in specific social science research methodologies (e.g., quantitative/survey research; qualitative research; experimental research; mapping, GIS and spatial analyses). The SSRL and its component laboratories are available on a fee-for-service model to faculty, staff and students at the University of Saskatchewan, other academic institutions, and community partners outside of the university setting.

As a unit, the SSRL benefits from what is described as a 'collective capacity,' i.e., shared infrastructure, shared space and shared operational and administrative support provided across seven diverse, yet related research laboratories. The benefits of this collective capacity are substantial, allowing for shared theoretical and methodological explorations through mixed-methods research; facilitating community-engaged scholarship with individuals and organizations outside of the University of Saskatchewan; and providing student opportunities for experiential learning through practical, hands-on research and employment opportunities.

For More Information about the SSRL

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Introduction

The purpose of this survey was to collect information from University of Saskatchewan student, faculty, and staff about their transportation and community habits. The survey was sent on behalf of the University of Saskatchewan Parking and Transportation Services and the University of Saskatchewan Office of Sustainability. The results of this survey will be used to inform decision-making regarding transportation options available to the campus community.

Methodology

Participants

Using Qualtrics, The University of Saskatchewan's Social Sciences Research Laboratories (SSRL) distributed an invitation to participate in the modal split survey by e-mail to 2,853 faculty and staff and 4,999 students. Participants completed the survey from October 4, 2016 to October 26, 2016. One reminder was distributed mid-survey. In total, 1,878 individuals completed the survey, yielding a 24% response rate.

Survey

The survey collected both quantitative and qualitative data across 10 questions. Information was collected on current role at the U of S, personal transportation details, awareness of sustainable transportation options, use of sustainable transportation options, opinions on improvement to sustainable transportation programs, and incentives to use an alternative modes of transportation.

Analysis

Data was imported into SPSS version 24. Frequencies and means were calculated for quantitative responses. Thematic analysis was used to organize qualitative responses. Please note that in order to have an accurate depiction of students' transportation habits, the data for questions in which students are analyzed separately from staff, faculty, and 'other' were weighted so that students living in residences accounted for 10% of the student sample (students living in residence constituted 8.9% of the sample before weighting).

Results are presented by question or question blocks asked in the survey. Graphs are used to convey much of the quantitative data. Qualitative data collected in the survey are presented in themes with examples of quotes to support each theme.

Results

Role at the University of Saskatchewan

A total of 1,878 individuals completed the modal split survey. The majority of survey respondents (60.5%) indicated that they were students ($n = 1,136$). Fewer staff (28.8%; $n = 541$) and faculty (8.2%; $n = 154$) completed the survey (Figure 1). Some of the “other” roles (2.5%; $n = 47$) specified included: administration; program coordinator; Associate Dean; instructor/sessional lecturer; medical resident; research assistant; post-doctoral fellow; resident physician; retiree; combination staff and student; and, combination faculty and student.

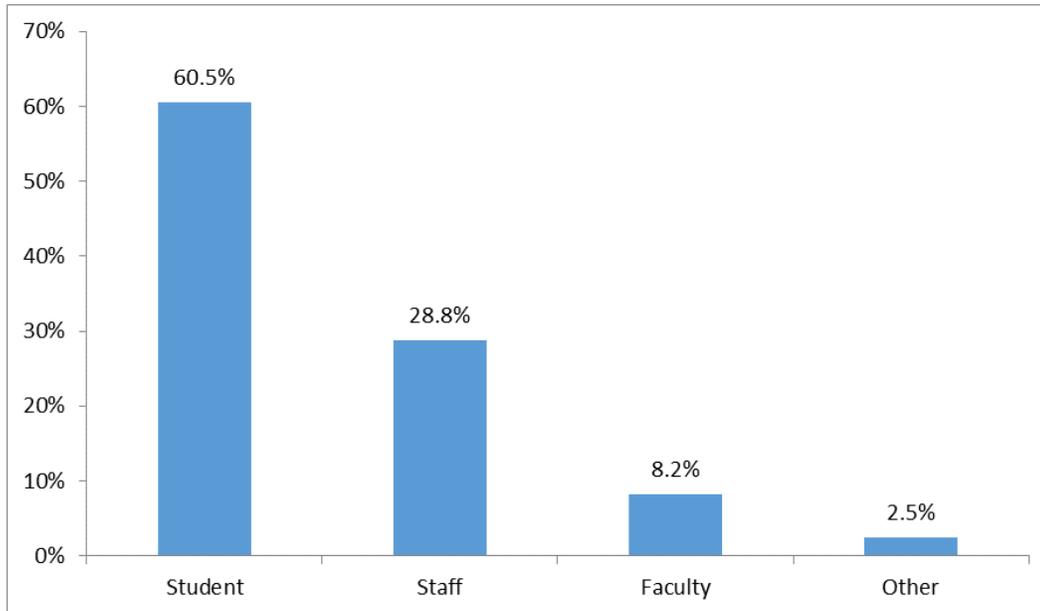


Figure 1. Frequency of responses for survey respondents' roles

Distance of trip to campus from home

Respondents were asked to indicate the distance in kilometers of their trip from home to campus. Among student respondents, the majority indicated their trip was either less than 5 kilometers (33.3%; $n = 378$) or 5 to 9 kilometers (32.4%; $n = 668$). Please see Figure 2 for the full array of responses.

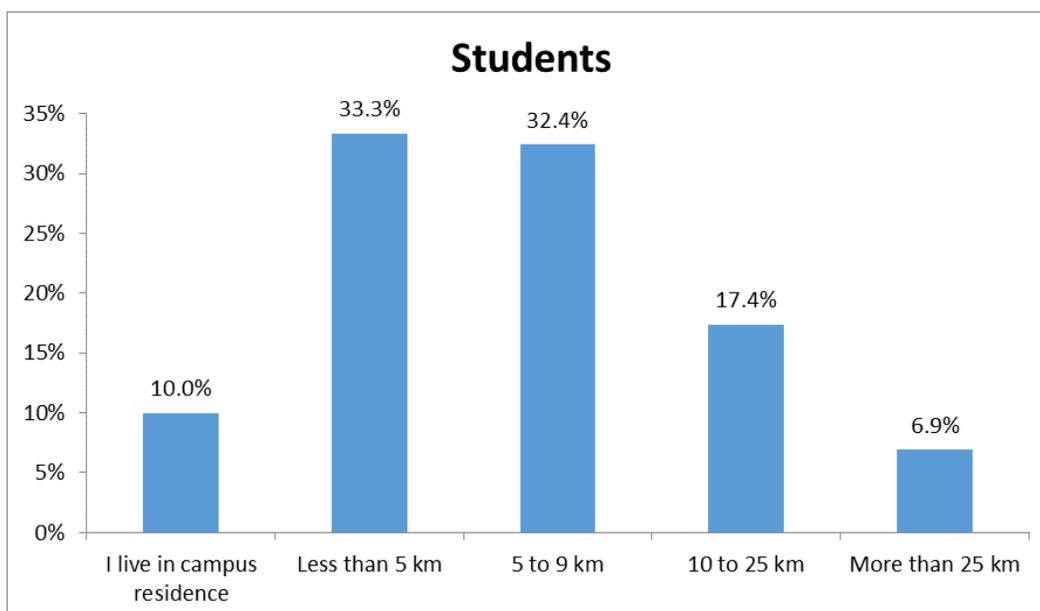


Figure 2. Frequency of responses regarding distance of trip to campus from home among student respondents

Similarly, the majority of staff, faculty, and other respondents indicated their trip was either 5 to 9 kilometers (39.9%; $n = 296$) or less than 5 kilometers (32.7%; $n = 242$). Please see Figure 3 for the full array of responses.

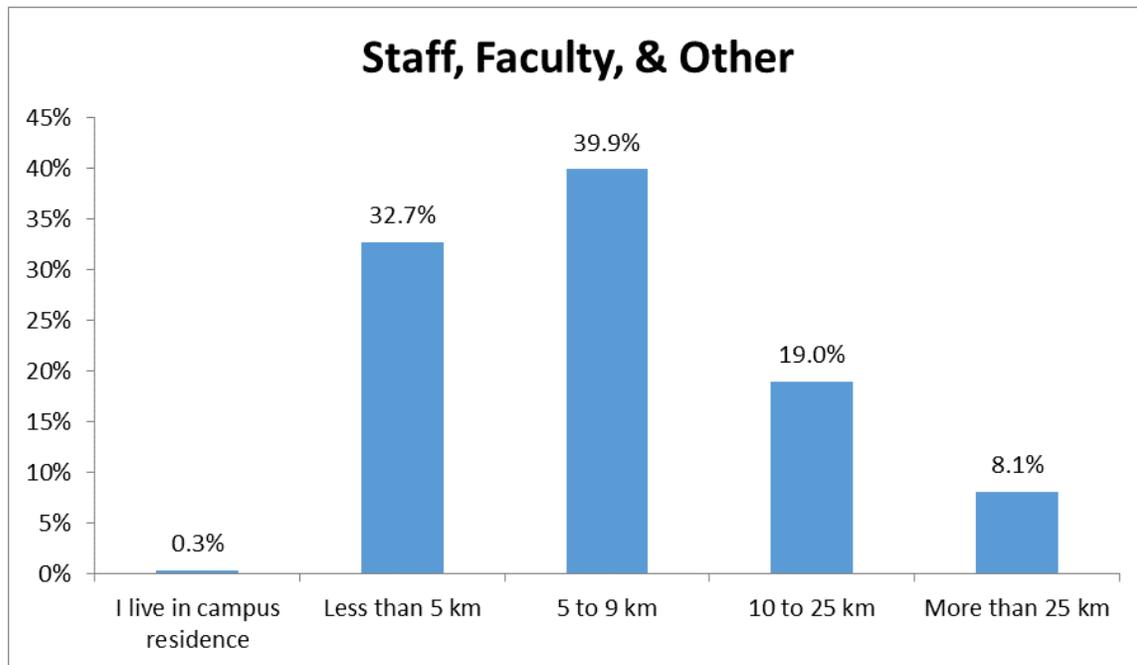


Figure 3. Frequency of responses regarding distance of trip to campus from home among faculty, staff, and other respondents

Mode of transportation used for commute

Participants were asked what mode of transportation they use most frequently to commute to campus. The majority of student respondents indicated that they either use the bus or public transit (44.6%; $n = 507$), drive alone (21.8%; $n = 248$), or walk (18.0%; $n = 204$). Please see Figure 4 for the full array of responses.

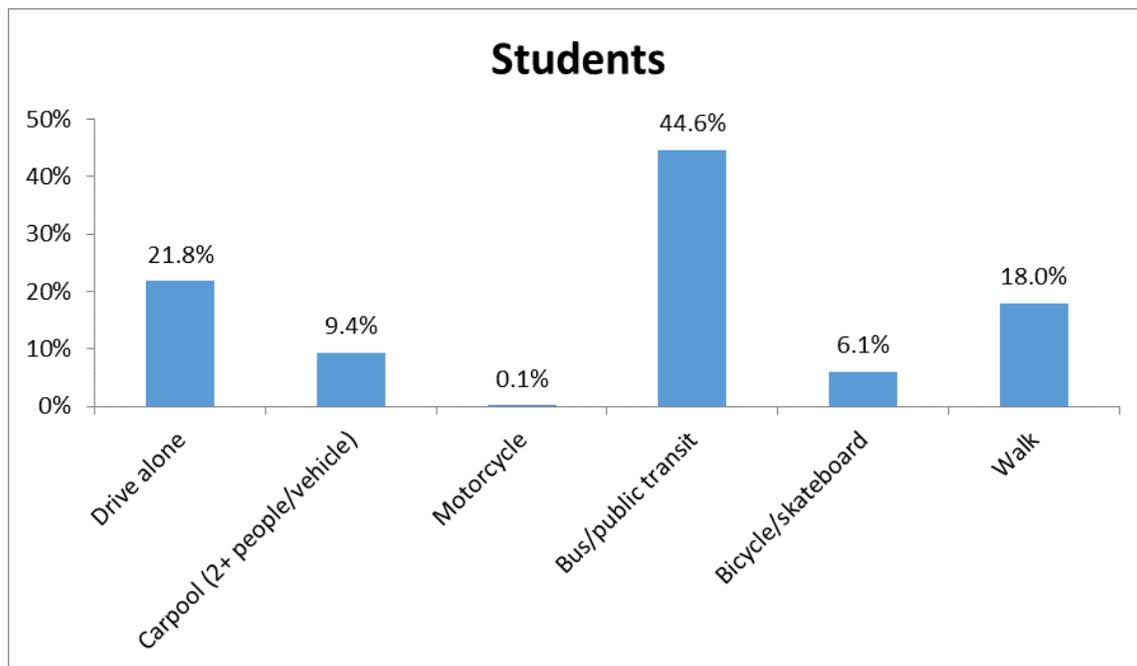


Figure 4. Frequency of responses regarding mode of transportation used by student respondents

The most prominent response from faculty, staff, and other respondents is that they drive alone (49.9%; $n = 370$). This response was followed by carpoled (15.9%; $n = 118$). Please see Figure 5 for the full array of responses.

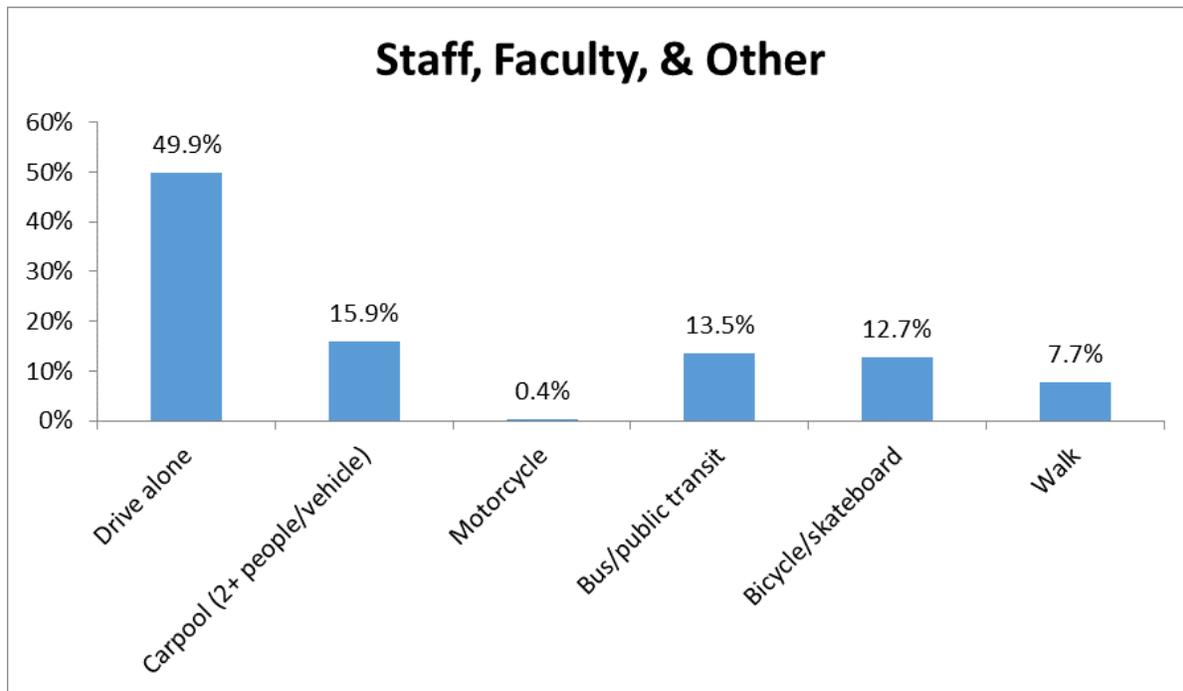


Figure 5. Frequency of responses regarding mode of transportation used by faculty, staff, and other respondents

Frequency of leaving campus for mid-day trips

Survey respondents were asked how often they leave campus mid-day for trips. Most respondents indicated that they leave either a few times a year (30.6%; $n = 573$) or never (25.8%; $n = 484$). Please see Figure 6 for the full array of responses.

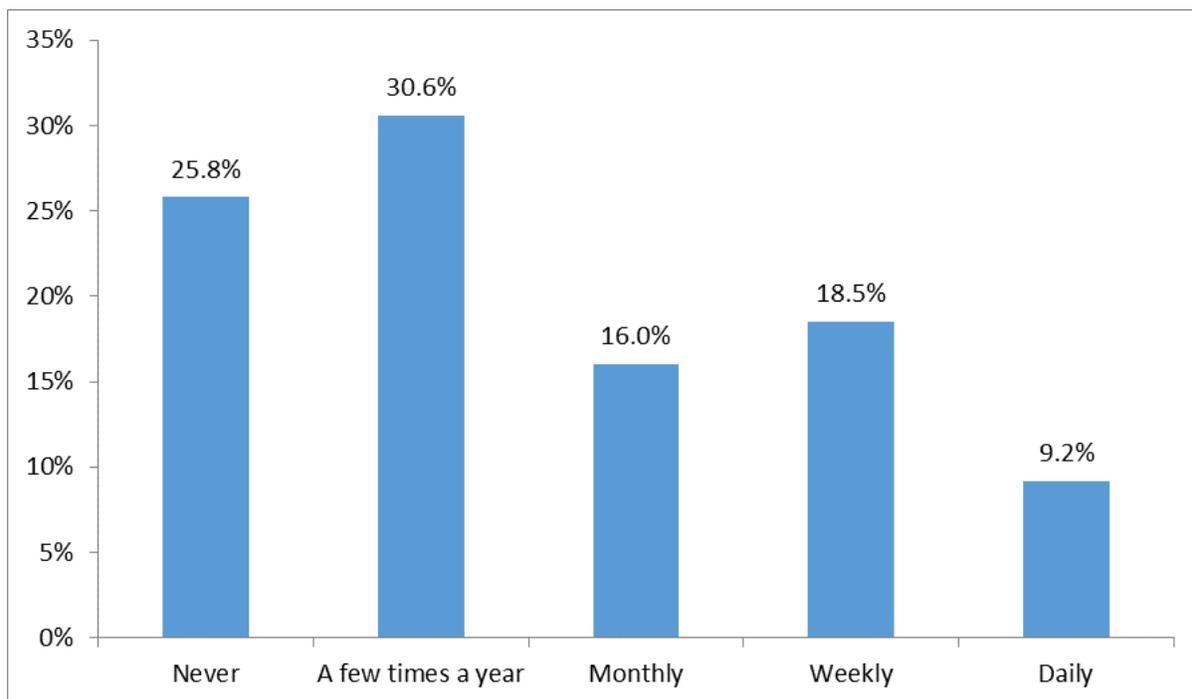


Figure 6. Frequency of responses regarding leaving campus mid-day

Individuals who indicated that they leave campus a few times a year, monthly, weekly, or daily were then asked whether the need to make trips off campus during the day affects their commuting decisions. A slight majority of respondents (57.4%) indicated “yes” it did affect their decisions, while 42.6% indicated “no” it did not affect their commuting decisions (Figure 7).

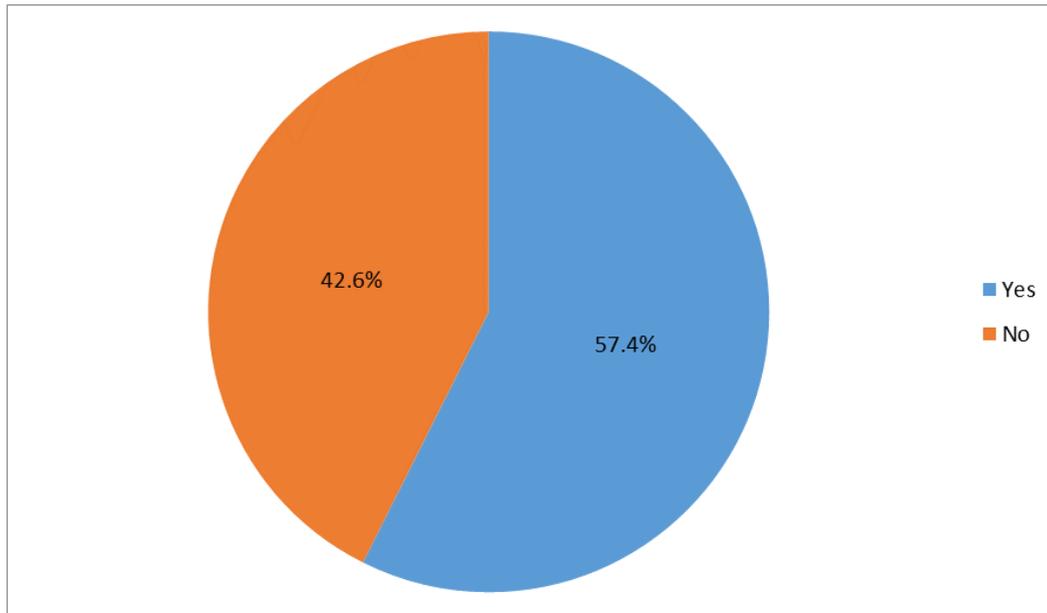


Figure 7. Frequency of responses regarding whether the need to leave campus mid-day affects respondents' commuting decisions

Awareness of sustainable transport options

Survey respondents were asked to consider a variety of sustainable transport options and indicate whether or not they were aware of them. More respondents were aware of the U-Pass/Eco-Pass and bike lockers. However, respondents appeared to be less aware of all of the other programs. Please see Figure 8 for the full array of responses.

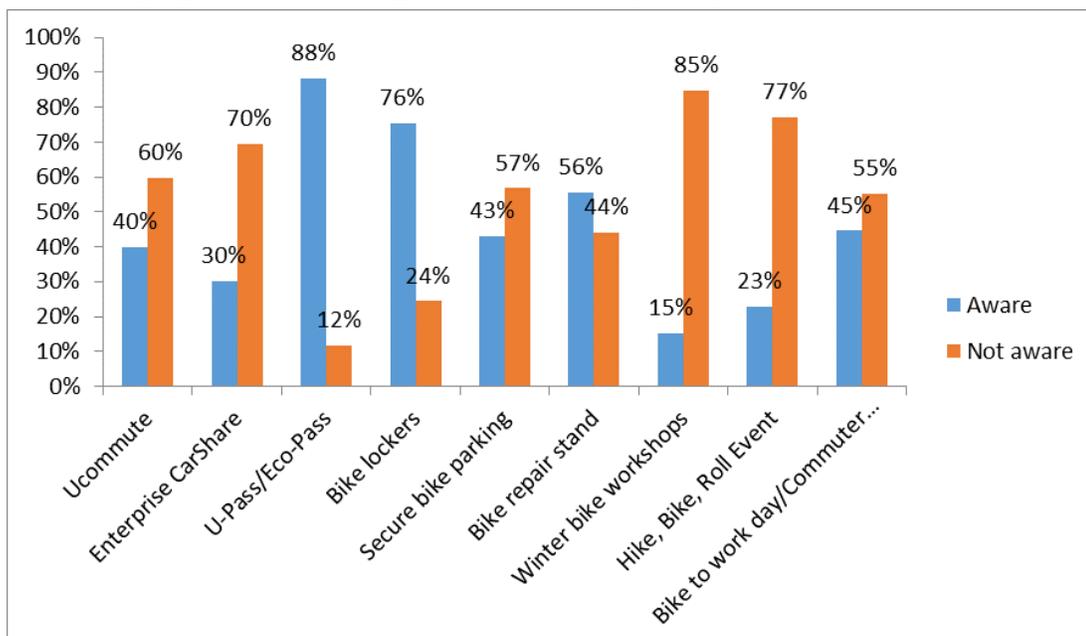


Figure 8. Frequency of responses regarding awareness of sustainable transport options among respondents

Use of sustainable transport options

Respondents who indicated that they were aware of a particular sustainable transport option program were then asked whether or not they have used or participated in that program. Most respondents indicated that they had not used almost all of the programs, with the exception of the U-Pass/Eco-Pass. Please see Figure 9 for the full array of responses.

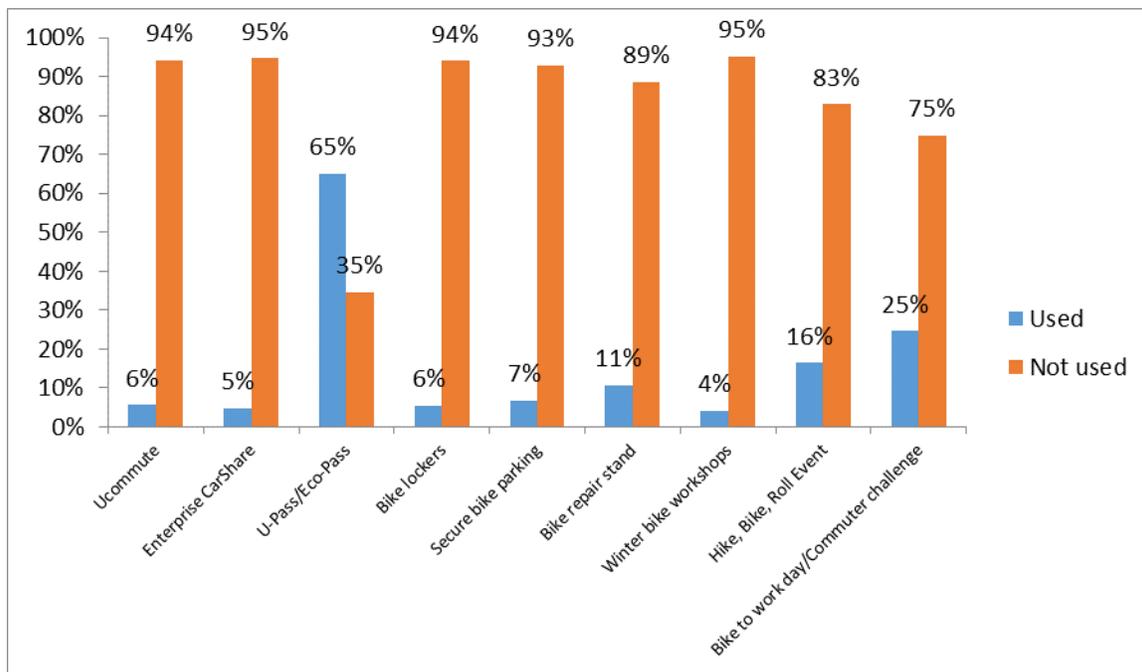


Figure 9. Percentage of usage among respondents who are aware of the sustainable transport options

Opinions related to need for program improvement

Survey respondents who indicated that they were aware of a particular sustainable transport option program were also asked whether they thought the program could be improved. For each of the programs, most respondents indicated that improvements were not required (Figure 10).

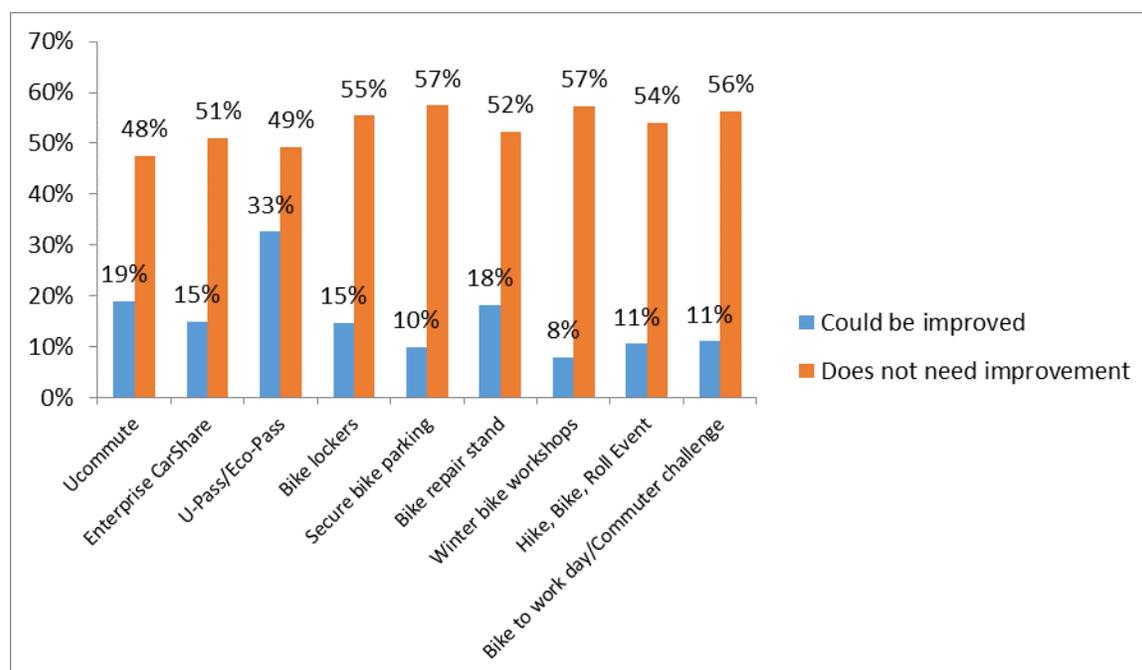


Figure 10. Percentage of respondents who believe sustainable transport option programs should or should not be improved, among those who are aware of the sustainable transport options

Qualitative responses “snapshot” - Main themes summary table

Transportation programs/initiatives	Main themes
UCommute	<ul style="list-style-type: none"> • Increase overall awareness of the program • Improve the accessibility and user-friendliness of the program • Provision of incentives • User safety is a concern
Enterprise CarShare	<ul style="list-style-type: none"> • Increase advertising • Cost of the program is too high • Vehicle locations and level of convenience are potential deterrents • Sign up process for the program was difficult • Fuel efficient and regularly maintained cars are desired
U-Pass (students)/Eco-Pass (staff)	<ul style="list-style-type: none"> • U-Pass price is too high • Opt-out options should be changed for U-Pass • More U-Passes should be available for online and distance education students • U-Pass should be available during summer months • Automatic or online renewal process for U-Pass should be available • Issues with U-Pass stickers/chips • Eco-Pass should be cheaper and more should be available • Overall concerns with Saskatoon transit system • More information and advertising should be available regarding the passes
Bicycle lockers	<ul style="list-style-type: none"> • More information and advertising should be available regarding the lockers • Price of the locker rentals is too high • Locker size and quality could be improved • There should be more lockers on campus

Secure bike parking in parkades	<ul style="list-style-type: none"> • More information and advertising should be available regarding the secure bike parking • More secure parking or bigger parking areas should be available around campus • Secure parking should be modified to accommodate various bike/tire models • Increased security should be available for secure bike parking
Bicycle repair stand	<ul style="list-style-type: none"> • Need more, better maintained tools • Need more repair stands around campus • Need workshops on bike repair and tool use
Winter cycling workshops	<ul style="list-style-type: none"> • More information and advertising should be available regarding the workshops • More workshops should be provided
Bike to Work Day or Commuter Challenge	<ul style="list-style-type: none"> • More advertising should be done • Additional events should be held during the school year • More stations/booths should be available around the city • Incentives should be provided to increase participation
Incentives to use an alternative mode of transportation	<ul style="list-style-type: none"> • No need for incentives or improvements as alternative options already regularly used • Concerns prevent people from using modes other than personal vehicle • Greater number of parking spots and cheaper parking rates requested • Variety of suggestions for incentives/improvements to convince people to bike • Variety of suggestions for incentives to use public transit • Variety of suggestions for incentives to carshare or carpool • More information and advertising should be available regarding alternative modes of transportation

Qualitative responses related to suggestions for program improvement

Participants were asked to indicate from a list of programs or initiatives at the U of S as to whether or not they could be improved. Those who indicated particular programs or initiatives could be improved were then asked to provide more detailed suggestions. The following is a thematic summary of the qualitative responses provided for each program or initiative.

UCommute (online carpool ride matching)

With respect to suggestions for improving UCommute, the main theme emerging from the data was the need to **increase the overall awareness of the program** and specifically increasing the amount of advertising and information provided. Some respondents questioned whether the program was still operating or being accessed.

“It should be advertised more. I would be willing to pick up people if I knew they needed a ride and they were close to my route to school.”

“Only as useful as reach. Does anyone use this? And is it worth investment?”

“Market it. Push it. No one really uses it. [It’s] so hard to find a carpool.”

Another theme which emerged was the need to **improve the accessibility and user-friendliness of the program** and, in particular, the program’s website. The website was described by some as difficult to use and in need of an update. As well, some individuals felt that overall there was confusion about how the program works. There were some respondents who thought there needs to be an easier way to connect users and advertise availability.

“The interface for UCommute is atrocious, not intuitive. Terrible user experience.”

“Online system is glitch[y] and sometimes doesn’t work on phone. An app would be good.”

“It was a lot of work to create a profile and you had to provide too many details. Could be simpler.”

Two smaller themes which emerged were related to the **provision of incentives** and **user safety**. Some respondents suggested providing incentives for UCommute users, such as cheaper parking, as there currently is little reason for drivers to offer rides to people they do not necessarily know. With respect to safety, a small number of individuals were unwilling to drive with people they did not know.

“There isn’t much incentive for those with vehicles who offer carpooling. Perhaps an Uber-like payment system could make ride-sharing more accessible.”

“While the concept is cool, I’m not that comfortable getting into a car with total strangers.”

Enterprise CarShare (hourly car rental)

The main theme emerging from the data regarding the Enterprise CarShare program was the need to **increase advertising**. As well, some respondents thought there should be more information provided about how the program works.

“It isn’t currently well advertised. Many people I have spoken to do not know it exists.”

“Make its presence and how to use it more publicly known.”

“Information about this transportation option could be provided in more detail for students and made readily available.”

Another major theme was that the **cost of the program is too high** and should be cheaper for students.

“Maybe drop their rate so students can afford the prices to rent them.”

“Annual membership fee makes using this service only once or twice a year unreasonable.”

The **vehicle locations and level of convenience** of accessing them were noted by some respondents as potential deterrents of using the program.

"More locations for the cars. Since the one from Admin moved, it's less convenient for me."

"Location of vehicles has been suggested as a concern."

"Designated pickup/drop-off points. If these exist, I do not know of them."

A small number of participants felt that the **sign up process for the program was difficult** and could be more user-friendly.

"I tried to sign up for this two years ago and parking services had hardly any information about how to sign up. After contacting Enterprise, the only way to do it was to go to Sutherland and show my license, which can already be an issue for someone relying on public transit. Maybe this has changed, but there should be a way to finish registration for this service on campus as it is advertised as an option for the campus community."

The final main theme to note is that some participants suggested the vehicles used by Enterprise should be **fuel efficient and regularly maintained**.

"...as well as regular vehicle maintenance. In addition, it would be helpful to have seasonal specific maintenance. Winter tires, for example."

"The Place Riel vehicle is getting a bit beat up and needs to be updated. It should also be cleaned regularly."

U-Pass (students)/Eco-pass (staff)

This program/initiative received, by far, the greatest number of suggestions and comments. Several themes emerged from the data. The first main theme related to the price and availability of the student U-Pass. Many respondents feel that the **price is too high** for students. As well, many respondents felt that the opt-out restrictions should be altered to allow for more students to decline the pass considering so many people walk, bike, or drive, but then are still expected to pay for the pass. In addition to **changing the opt-out options**, some respondents felt that passes should be available for those who take online or distance education courses.

"Option to opt out if you intend to never use it."

"Make it cheaper for students or allow students to get a refund if they do not use it."

"Students in ESL courses cannot have a U-Pass and I think...they should also be given the rights to have one."

Currently, the student pass is only available during the school year, but many respondents felt it should be **available during the summer months** as well.

"It should cover summer months."

"Graduate students do not have a U-Pass for the summer months due to a misguided GSA vote 2 years ago."

The U-Pass renewal process was also noted by many as an area for improvement. Some respondents suggested having either an **automatic or online renewal process available**.

"[Put it] directly onto student cards, rather than a [sticker]. Online renewable services."

"More efficient attainment of U-Pass."

"Continuous activations while registered would be nice, instead of reactivating every term."

Several respondents indicated that they have experienced **issues with the stickers/chips** on the backs of their student cards and suggested a different system be designed. For example, some suggested that student cards could be updated electronically and swiped with updated transit machines.

"The efficiency of the cards to always scan is low. Often the card must be held at several different angles before it will actually work."

"Passes tend not to work on bus machines. Could just show driver instead of scanning?"

"The U-Pass is very faulty. Many times when you go to scan it doesn't register. I do not keep my pass anywhere near electronics and it still malfunctions. I think there could be a better way to have a U-Pass on the student card, such as being programmed in. I believe there is something more reliable than a sticker."

With respect to the Eco-pass for staff, some respondents thought that they should be **cheaper and there should be more available** as there is currently a waitlist/lottery system which does not guarantee access.

"It is too expensive to use occasionally. Only worth it if you use it daily, which I won't be doing."

"I think the university should approach the city to negotiate a lower cost quarterly bus pass system for all staff."

"There is a waiting list so I couldn't get one."

"More availability. Currently 45 people on the waiting list."

A large number of respondents mentioned **concerns with the overall Saskatoon transit system**, making note of the need for more buses (to decrease over-crowding), more stops around the city, more bus shelters to protect riders during poor weather, better scheduling, more accurate GPS tracking of bus departures/arrivals, and protecting transit users from both threatened and enacted transit strikes. However, many respondents recognized that these were not necessarily issues that could be controlled by the University of Saskatchewan.

"The Saskatoon transit system is poor overall compared to other cities."

"Increase the frequency during more demanding hours."

"More security in Saskatoon around the transit labour system issues?"

"The bus service needs to be better. At high frequency times there should be enough buses and room on the buses for all students."

Finally, some respondents thought that **more information and advertising** in general should be provided regarding both the student U-Pass and staff Eco-pass.

"I had no idea there was an Eco-pass, so more information about it out in the public."

"Better information on which grad students qualify...I had a difficult time finding information."

"Start with letting us be aware of it."

Bicycle lockers

Again, many respondents indicated that there should be **more advertising and information** provided regarding bike lockers on campus, with some individuals stating that they were unaware of the process for obtaining a locker.

"I found it hard to find the information regarding how to use one of these."

"Not enough signage about where they are and how to use them."

"I have seen the bike lockers around campus and even after three years I have no idea who to contact to rent one, the cost, or the procedure in doing so."

A large number of respondents felt that the **price of the locker rentals were too high**, especially for students. As well, some individuals suggested the **locker size and quality be improved**. Concerns related to the quality of the lockers centered around how easy it appears to break into them currently.

"Too expensive."

"More lockers at a more reasonable price."

"Better suited to keep bikes safe."

"Provide more effective lockers."

Others suggested the need for **more lockers on campus** in a wider variety of locations, as there is currently a waitlist and lockers available near only a select number of buildings.

"More of them needed."

"There is a limited number available."

"There could be more around Place Riel and the Bowl."

There was a small number of additional one-off suggestions for improving the bicycle locker system to note, including setting up security cameras to ensure safety and deter theft, using scan passes instead of keys to get into the lockers, and either removing the lockers and replacing them with more bike racks or designating one enclosed building as a larger secure bike storage space.

Secure bike parking in parkades (Agriculture and Health Sciences)

Echoing feedback regarding other transportation considerations, many respondents suggested the need for **more advertising and information** regarding secure bike parking in parkades on campus.

"I didn't even know this existed. Advertisement?"

"Not enough signage about where they are and how to use them."

"This info is not included in employee handbooks."

Several respondents also indicated the need for **more secure parkades around campus or bigger parkades**. A small number of respondents thought that the bike stands should also be **modified to accommodate various bike/tire models**.

"Make them more widely available."

"A lot of people park their bikes near Thorvaldson. So something better for them would be great. Or more indoor parking so bikes don't get stolen."

"The stall's wheel holders are too small for fat tire bikes. I think the stands could be modified to better accommodate winter bikes."

There were a small number of respondents who thought that there needed to be **increased security for the parkades** to deter theft and increase user safety (e.g., set up cameras, improve lighting).

"I would not consider the bike parking in Agriculture as secure. It appears to be an area to lock up a bike underground. It would need to be in a dedicated care with secure access."

"Add more security."

"Have cameras at all locations pointing at the bicycles in case of thefts, mischief, etc."

Bicycle repair stand

The vast majority of comments provided by respondents regarding the bicycle repair stand is that there **need to be more, better maintained tools available**, and in particular, a working air pump.

"Pump is always broken, which is the main component people use!"

"Last time I tried to use it over a year ago it was in poor condition and was of no help."

"The one in front of the Arts building is usually broken and does not fully work. Needs to be fixed."

There were also a number of respondents who suggested the need for **more repair stands around campus**, with some suggesting they be covered by shelters.

"Could have more of them around campus."

"Only one stand. Set up in multiple locations and put a structure over top to protect from elements."

"More selection or another one on the opposite end of campus."

Additionally, a few respondents suggested the **need for workshops** to be held on campus to teach people about how to repair bikes and use the available tools.

"I am not mechanically included. Needs instructions for basic problem, attach a manual."

"Workshop on how to use."

"Better tools and advertising of what you can do with them."

Winter cycling workshops

Overall, only a small number of respondents provided feedback regarding winter cycling workshops ($n = 14$). With respect to the comments provided, the majority of suggestions related to the need for **more advertising and information** regarding the workshops. As well, a couple of respondents thought that there should be **more workshops** provided.

"Again, visibility and advertising."

"Haven't heard much about these."

"More workshops. Better promoted."

Hike, Bike, and Roll Event

Increased awareness and provision of information about the Hike, Bike, and Roll event were suggested by many respondents.

“Let people know about event in advance.”

“It should be better advertised.”

“I didn’t really hear about it this year.”

Several respondents suggested that **expanded and more frequent similar events** should be held. As well, many respondents suggested that **incentives should be offered** for participants to increase attendance (e.g., provision of coffee and/or food).

“I’d like this to be a larger event.”

“...greater incentives to participate.”

“More incentive to involve more people other than those already active.”

Bike to Work Day (August) or Commuter Challenge (June)

Once again, many respondents indicated the need for **more advertising** and information about these events.

“More awareness of when the day is and perks of participating.”

“More advertising on campus. I heard about it mostly off campus.”

With respect to the events themselves, some individuals suggested the need for **additional events held during the school year** (e.g., September or October) so that more people could participate. As well, some respondents thought that there should be **more stations/booths around the city**. **Incentives** were also suggested by a few respondents as a way to increase participation.

“...a day in September would be better for visibility.”

“This involves only people on campus during the spring and summer session. Is there a way to involve the students that are here for fall and winter term?”

“More stations spread across campus.”

“We have to make it irresistible for people to want to participate. \$5 Tims card to participants?”

Additional one-off suggestions to note include the need to entice the “non-converted” bikers to participate in the events and setting up an online group where bikers could connect for the event.

“Bike to Work Day: preaches to the converted. Should be re-directed to other initiatives to encourage people who aren’t already biking to work.”

Incentives to Use an Alternative Mode of Transportation

Survey respondents were asked to provide some additional feedback regarding the kinds of incentives or improvements that would increase the likelihood that they would personally choose alternative transportation (e.g., walk, bike, carpool, transit, car-share, etc.).

A large majority of respondents indicated that there was **no need for incentives or improvements as they already regularly use an alternative mode of transportation** (e.g., transit, bike, walk, carpool).

“The fact that these modes save the environment that we call home is enough of an incentive.”

“I don’t own a car so using transit is already my ‘alternative’ choice!”

“Happy with the Eco-Pass system that I take part in. The only reason and occasions I drive is when I have an off-campus meeting. It would be nice to have a ‘occasional user’ parking pass so we don’t have to pay the large daily fee in parking lots.”

“Nothing – I already walk/bike/bus every day!”

However, there were also many individuals who indicated that logistical issues such as distance to work, weather, lack of time, the need transport children, safety concerns (e.g., biking or walking at night), difficulties in making carpool arrangements, and snow removal concerns **prevented them from using modes of transportation other than their personal vehicle**. Many requested **a greater number of parking spots and cheaper parking rates** on campus.

“None as I am a single parent and I need to take my child to a from daycare each day which is 15 minutes away from my home and about 20 minutes away from work.”

“None. I now live too far and must drive.”

“Never going to happen. I love my car and I think more should be done to improve the parking situation on campus instead of just asking people not to use it.”

There were a wide variety of **suggestions for incentives/improvements** that would convince more respondents to bike in Saskatoon. Some of the most common suggestions included: additional bike parking facilities (bike racks, bike lockers); more safe bike paths to and on campus; overall increased safety for bikers in Saskatoon (increased safety education for bikers, drivers, and pedestrians); improved snow removal to increase the safety of winter biking; cheaper costs for winter biking gear; availability of better amenities on campus for cleaning up/showering after biking to campus; improved security for locked bikes on campus; more affordable fees for bike storage on campus; and, more sheltered bike storage on campus or the option to bring bikes into personal offices. One individual noted that they are over-incentivized in that they have both an Eco-pass and mandatory U-pass as a graduate student and so they would appreciate better coordination for initiatives (e.g., opt-out options).

“If pathways were free of snow and ice more frequently. Free cycling gear.”

“Bicycle issue with safety on Saskatoon streets. I have been injured several times being run off the road by vehicles forcing me onto the sidewalk so no longer cycle to work. Issue is city wide, so not sure how the U of S could improve.”

“Shower and locker rooms available on campus for walk/biking commuters. Who wants to start the work day soaked in sweat?”

“Providing secure locks and parking for bikes.”

With respect to **incentives for using public transit**, the most common responses included: cheaper transit rates; availability of summer U-passes; improved accessibility of U-passes and Eco-passes (e.g., passes available for ESL students and sessional instructors); more frequent buses, particularly at peak times to reduce over-crowding; improved transit routes; introduction of more bus shelters throughout the city; and, improved GPS tracking for buses (many arrive later or leave earlier than reported online).

"A better transit system. It takes me 10 minutes to drive, 20 minutes to bike, and an hour to bus to work. The bus should be more efficient or at least close to the same efficiency as the other modes of transport."

"The bus routes have to improve significantly from the north end of Saskatoon – they are awful!"

"Frequency and timing of transit should be maintained throughout the week."

"If the transit system improved with more buses in my area I would likely take transit The commute on transit is very long."

"A reduced cost for a bus pass."

Regarding suggestions for **incentivizing carshare or carpooling** in Saskatoon, the most common responses provided by survey participants included: banning private and student cars from campus; improve online carpool system to make it easier to connect with others; decrease the price of carsharing; decrease the price of campus parking for those who carpool; reserved parking spots for carpool drivers; increased promotion of the carshare program and carpool options; and make the process easier for signing up to the carshare program.

"...carpool if there are parking discounts for carpool cars."

"Improvements to carpool system such that I can find a carpool partner."

"...the price of carsharing is prohibitive."

"Would carpool if there was an easier way to connect with other students in my neighbourhood."

There were also a number of respondents who requested **more information and advertising**, overall, regarding alternative modes of transportation.

"...I feel as though some of the alternative methods are simply unknown to many who would choose to utilize them."

"I think the options need to be more well-known. I was unaware of many of these options and would actually take advantage of them. I would bike to school, but was unaware of any available covering for the bikes. Also, I've heard many people's concerns for how "safe" the carpooling/carshare is. Maybe [more] awareness would prevent the stigma".

"More information about these programs."

"Send out a monthly or quarterly informational email about bike racks, their locations, and rules of use. Give more information about safe bicycle storage and repair options, as well as some maps regarding trails and bicycle lanes in the city. Make it easier to subscribe to carshare and carpool services."



Conclusions

The majority of survey respondents reside either 5 to 9 kilometers or less than 5 kilometers from campus and either drive alone or use the bus or public transit. Respondents seemed to be most aware of the U-Pass/Eco-Pass program, but were less familiar with all of the other sustainable transport options. With respect to use of the programs, most respondents indicated that they had not used any of the sustainable transport programs beyond the U-Pass/Eco-Pass program.

Most respondents felt that improvements were not required for all of the existing programs. However, a number of main themes emerged regarding suggested areas for improvement. Common suggestions provided for each of the sustainable transport programs included:

- Increasing overall awareness and provision of information
- Decreasing user costs
- Expanding the programs across campus
- Offering incentives to use the programs

There was a large majority of respondents who indicated that they already regularly use an alternative mode of transportation. However, there were also many individuals who indicated that logistical issues prevented them from using alternative modes other than their personal vehicle.

A wide variety of possible incentives were suggested by respondents which might increase the likelihood that more people would personally choose an alternative mode of transportation (e.g., bike, public transit, carshare/carpool).

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