

U-Pass BC Program Survey 2018

PREPARED FOR MINISTRY OF TRANSPORTATION
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1. Executive Summary

The U-Pass BC Program Survey was conducted between February and April 2018. The purpose of the survey was to understand usage of and preference for travel via transit in Metro Vancouver as a result of the U-Pass BC program. The survey targeted current students as of January 2018 and graduates from the 2015 calendar year of the 10 public post-secondary institutions that participate in the U-Pass BC program. The survey was conducted via the web with 1,259 current students and 897 graduates. The data was weighted for current students and graduates by institution, age groups, gender, and credential groups to ensure it is representative of all students eligible for the U-Pass BC program. All “Don’t know” and “Prefer not to answer” responses have been excluded from the percentages reported.

Transit users

- The vast majority (92%) of graduates currently live within a five to ten minute walk (or 400 to 800 meters) of a transit stop, similar to current students (93%).
- Three years post-graduation, over half (54%) of graduates currently take transit at least once a week, which is significantly higher than use by current students before school (46%). About 8 in 10 students (84%) typically travel on transit at least one day per week.
- Among those who typically travel on transit, 69% of graduates currently use transit at least 4 days a week.

What factors impact the decision to use transit

- Convenience (85%), cost (83%), environmental benefits (68%) and avoiding traffic congestion (68%) were among the most important factors associated with transit use for graduates who actively use transit. Other factors were “less stressful than driving” (61%), and “I can do other things while taking transit (read, sleep)” (56%). Current students hold many of the same views as graduates.

Other transportation options

- Among transit users, the majority (71%) of graduates have other transportation options, but choose to take transit, up significantly from slightly over half (53%) of graduates during their last year of school. Graduates who say they have no alternatives to transit tend to take transit more days per week.

Wanting to take transit more often

- About 7 in 10 graduates (69%) and current students (72%) want to use transit more. Among those who do not use transit, 60% of graduates want to take transit more often, higher than the 48% of current students.
- Among graduates who do not want to take transit more often, the single largest reason is “[having] access to a personal vehicle/access to a vehicle” (50%). Access to a vehicle is significantly lower among those who want to take transit more often (31%).

Reasons for not using transit

- Of the 46% of graduates who are not current transit users, half (50%) indicated they have alternative transportation options (38% mentioned access to a vehicle), 31% cited transit-related issues (takes too long, not reliable, schedule not frequent enough, too crowded, too expensive), and 17% mentioned reasons related to their life situation (10% said they needed a vehicle for work). Results were similar for current students.

Travel to campus and to work

- Among graduates travelling to and from campus during their last year of school, almost 3 in 4 (73%) used some form of public transportation. Around a quarter (23%) used private transportation (as a driver or passenger), while less than 1 in 10 (3%) used active transportation (walking and biking).
- Nearly 4 out of 10 (37%) graduates travelling to and from work currently use public transportation to travel to and from work. Half (50%) of graduates use private transportation, while 1 in 10 (11%) use active transportation. According to the 2016 Census, if the municipality of residence and age distribution is adjusted to match the graduates surveyed, 27% of those commuting to work in Metro Vancouver use public transportation.
- At 44 minutes, the average duration of a trip to work using public transportation is significantly longer than other modes (26 for private transportation and 21 for active transportation). However, the average duration of the trip to work is quicker than the trip to campus for all modes of transportation.

U-Pass BC's benefits and influence on student life

- A large majority of graduates (91%) activated their U-Pass BC during their last year of school, similar to current students (93%).
- Respondents were asked to select from a provided list the top three benefits of having a U-Pass BC. Among graduates, “provides a transportation option for students without a vehicle” (58%), “cheaper than driving and finding/paying for parking” (48%), and

“lower cost than regular fare options” (47%) were the most popular answers. Current students selected the same top three benefits as graduates and to a similar extent.

- It is clear that for current students, U-Pass BC influenced “how far they were willing to commute to work” (67% agreed), decisions on “living further from campus” (57%) and “living in a neighbourhood with more affordable rent/housing” (54%).
- A large majority of graduates and current students (87% and 84%, respectively) agreed that U-Pass BC contributed positively towards student affordability.
- The U-Pass BC program has a marked effect on transit usage, with 9 in 10 current students who activated their pass feeling it is an incentive to use transit more often, versus 81% of graduates.

Effect of U-Pass BC post-graduation

- There is promise for increased transit usage over time with a greater proportion of current students (51%) than graduates (38%) indicating when they are considering their transportation options they are more likely to choose transit as a result of their experience with U-Pass BC.
- Among the 32% of graduates that were neutral (29% for current students), 58% are transit users currently, down from 90% while in school. Among these previous transit users, the reasons they don’t use transit are “have access to a personal vehicle” (35%) and “transit takes too long” (32%).
- Reasons respondents gave for being more likely to take transit after graduation all related to having exposure to the transit system as a student. The single most often mentioned reason was “gained familiarity with transit routes/became comfortable taking transit/got in the habit of taking transit” (68%), followed by “experienced that transit is easy to use and convenient/reliable/accessible” (32%).

2. Key Findings

2.1. Introduction

This report presents the results of the U-Pass BC Program Survey conducted between February and April 2018. The purpose of the survey was to understand usage of and preference for travel via transit in Metro Vancouver as a result of the U-Pass BC program.

The "U" in U-Pass BC stands for "Universal" which relates to all eligible students across all 10 public post-secondary institutions paying the same mandatory monthly fee and having the same access to TransLink's network. A U-Pass BC gives students access to bus, SeaBus and SkyTrain services within Metro Vancouver, as well as discounts on West Coast Express. All eligible students pay for their U-Pass BC as part of their student fees. By having everyone contribute to the program, the cost per student is significantly lower. Through a partnership between the Province of British Columbia and TransLink, the U-Pass BC program is open to all public post-secondary education institutions across Metro Vancouver. Each institution's participation is determined by student referendum.

The objectives of the U-Pass BC program are to:

- Provide lower-cost travel for students
- Encourage students to make transit part of their lifestyle by including travel with the U-Pass BC program for entertainment, recreation, and other non-school related trips
- Reduce single-occupancy vehicles, traffic congestion, and greenhouse gases

The survey targeted current students as of January 2018 and graduates from the 2015 calendar year of the 10 institutions that participate in the U-Pass BC program, with the intent to provide a life cycle profile of transit usage. Current students were asked about their transit usage before attending and currently, while graduates were asked about their transit usage during their last year at school and currently (i.e., approximately three years post-graduation).

The survey was conducted via the web with 1,259 current students and 897 graduates. The data was weighted for current students and graduates by institution, age groups, gender, and credential groups to ensure it is representative of all students eligible and not exempt from the U-Pass BC program. All "Don't know" and "Prefer not to answer" responses have been excluded from the percentages reported.

2.2. Respondent Characteristics

Respondent characteristics can be seen in Table 1.

- As can be expected, the age distribution of those in their last year of school is slightly older than current students, while at three years post-graduation the majority of graduates have progressed from the 20 to 24 age group to the 25 to 29 age group.
- Not surprisingly, the household income distribution of graduates showed substantial growth compared to when they were students, despite the income in some cases being that of their parents.
- A greater proportion of graduates were part of a couple without children, and there was an increase in the proportion that were part of a couple with children.
- The credential for current students indicates their program of study, while for graduates it is the credential awarded. Note that only credentials of at least eight months in duration were included for graduates.
- While there were some other meaningful changes in the municipality of residence, the most prominent change was the increase for Vancouver post-graduation.

TABLE 1: RESPONDENT CHARACTERISTICS

	GRADUATES	GRADUATES – LAST YEAR OF SCHOOL	CURRENT STUDENTS
Gender	(N=897)	(N=897)	(N=1,259)
Female	56%	56%	54%
Male	44%	44%	46%
Age Group	(N=897)	(N=897)	(N=1,259)
15 to 19	0%	2%	22%
20 to 24	12%	54%	52%
25 to 29	58%	26%	15%
30 to 34	16%	9%	5%
35+	13%	9%	6%
Household Income (before taxes)	(N=572)	(N=586)	(N=660)
Under \$25,000	8%	60%	71%
\$25,000 to \$49,999	28%	19%	15%
\$50,000 to \$74,999	23%	10%	5%
\$75,000 and above	41%	11%	10%

	GRADUATES	GRADUATES – LAST YEAR OF SCHOOL	CURRENT STUDENTS
Family Status	(N=883)	(N=889)	(N=1,206)
Single without children	59%	74%	82%
Couple without children	30%	19%	14%
Couple with children	10%	6%	3%
Single parent	1%	1%	1%
Credential	(N=897)		(N=1,259)
Developmental program or below	-	-	9%
Below Bachelor's degree	26%	-	25%
Bachelor's degree	54%	-	53%
Graduate program below Master's degree	5%	-	5%
Graduate degree	15%	-	9%
Municipality	(N=895)	(N=895)	(N=1,242)
Anmore	0.1%	0.1%	0.2%
Belcarra	0.1%	0.1%	0.0%
Bowen Island	0.2%	0.1%	0.0%
Burnaby	8.8%	10.2%	11.8%
Coquitlam	4.3%	5.5%	7.2%
Delta	2.0%	2.6%	4.0%
Langley (city)	0.8%	0.7%	1.8%
Langley (district municipality)	1.2%	0.9%	1.0%
Lions Bay	0.0%	0.1%	0.1%
Maple Ridge	2.0%	1.1%	1.4%
New Westminster	4.4%	3.3%	2.3%
North Vancouver (city)	2.8%	2.8%	3.9%
North Vancouver (district municipality)	2.2%	2.6%	2.0%
Pitt Meadows	0.3%	0.3%	0.2%
Port Coquitlam	2.1%	1.7%	1.0%
Port Moody	1.7%	2.0%	0.9%
Richmond	8.3%	7.6%	7.5%

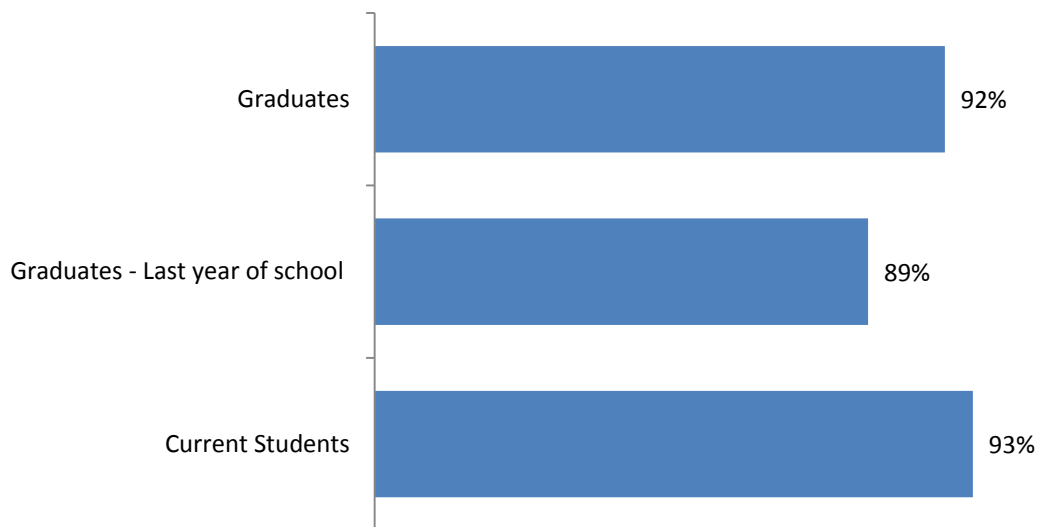
	GRADUATES	GRADUATES – LAST YEAR OF SCHOOL	CURRENT STUDENTS
Surrey	15.7%	14.9%	15.8%
Tsawwassen	0.4%	0.1%	0.0%
University Endowment Lands	0.9%	0.8%	1.8%
University of British Columbia	0.6%	2.8%	4.4%
Vancouver	39.0%	37.4%	30.6%
West Vancouver	1.3%	1.1%	1.3%
White Rock	0.7%	1.1%	0.7%
Other	0.0%	0.1%	0.2%

2.3. Transit Ridership

2.3.1. Distance from a transit stop

As depicted in Figure 1, the vast majority (92%) of graduates currently live within a five to ten minute walk (or 400 to 800 meters) of a transit stop. This is up slightly from 89% during their last year of school. A similar number of current students (93%) also live within a five to ten minute walk of a transit stop.

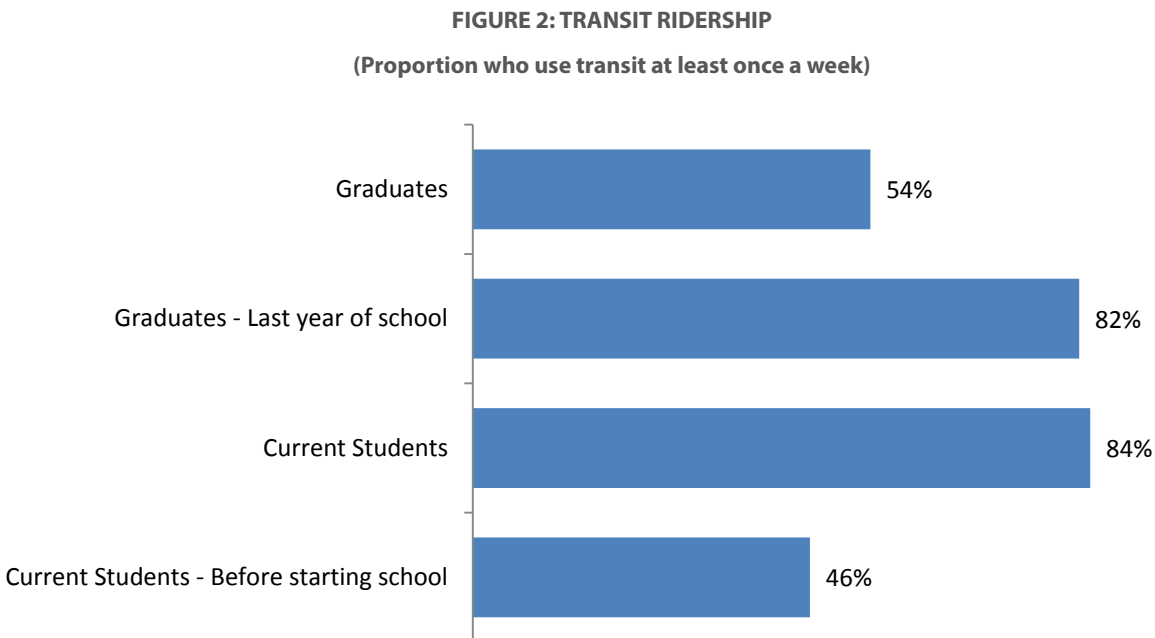
FIGURE 1: TRANSIT STOP WITHIN FIVE TO TEN MINUTE WALK



2.3.2. Transit users

Figure 2 shows that most current students (84%) typically travel on transit at least one day per week, which is up significantly from before they started school (46%).

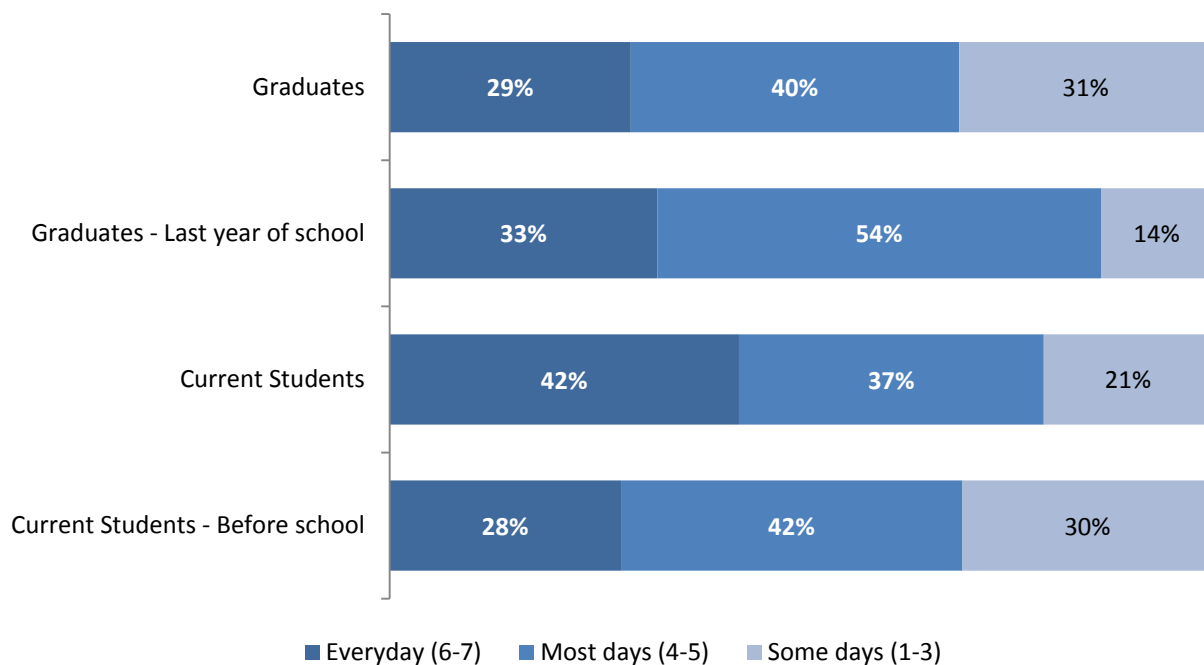
Similarly, a large majority (82%) of graduates were transit users during their last year of school. Now three years post-graduation, over half (54%) of graduates currently take transit at least once a week, which is significantly higher than use by current students before they started school.



- Students who moved to Metro Vancouver for school were less likely to use transit regularly before starting school (25%) than existing residents (55%), although they were more likely to be current transit users now (92% versus 80%, respectively).
- Graduates who are childless (either in a couple or single, 57% and 56%, respectively) are more likely to be current transit users than couples with children (32%).
- During their last year of school, graduates who were over 25, had children (either in a couple or single), and who's household income was \$75,000 or higher were less likely to be transit users.
- Graduates who do not live within a five to ten minute walk of a transit stop are less likely to travel on transit at least one day a week (41%) compared to those who do (55%).
- Among the graduates who currently use transit, those who used transit more often during their last year of study were more likely to still be a transit user. One in five of those who did not use transit during their last year currently use transit.

Among those who typically travel on transit, 69% of graduates currently use transit at least four days a week. These graduates used transit more frequently during their last year at school (86%), even compared to current students (79%), while 70% of current students used transit at least four days a week before they started school—see Figure 3.

FIGURE 3: FREQUENCY OF TRANSIT USE
(Among those who typically use transit at least one day per week)



2.3.3. What factors impact the decision to use transit

2.3.3.1. Important factors

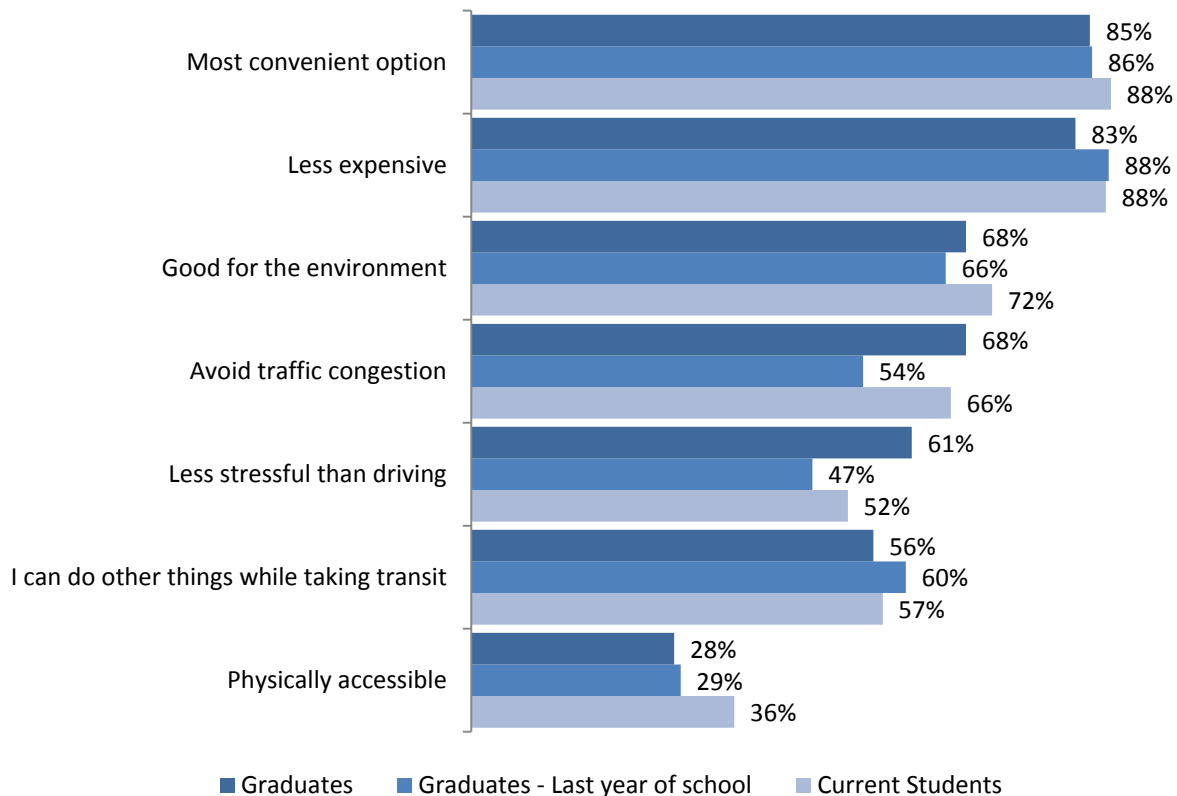
Both current students and graduates who are active transit users (at least once a week) were asked to rate the importance of several factors in making their decision to use transit. Graduates who were previously active transit users were also asked to rate the importance of these factors during their last year of school.

For graduates, transit being “the most convenient option” (85% say it is important, 55% very important) and “less expensive than other means of transportation” (83% and 49%) are the two largest factors in their decision to take transit, as seen in Figure 4. A majority of graduates also felt it was important that transit “avoids traffic congestion” (68% and 35%), is “good for the environment” (68% and 33%), is “less stressful than driving” (61% and 28%), and “I can do other things while taking transit (read, sleep)” (56% and 19%). Less than 3 in 10 (28%, 14% very important) say transit being “physically accessible” is important.

When compared to during their last year school, graduates rate “avoids traffic congestion” (up to 68% from 54% during their last year of school) and “less stressful than driving” (61% from 47%) as more important factors in their decision to take transit. Conversely, graduates rate “less expensive than other means of transportation” (83% from 88%) and “I can do other things while taking transit (read, sleep)” (56% from 60%) as slightly less important, while similarly rating transit as “the most convenient option” (85% from 86%), “good for the environment” (68% from 66%), and “physically accessible” (28% from 29%).

Current students hold many of the same views as graduates, with “the most convenient option” (88%, 63% very important) and “less expensive than driving” (88% and 67%) as the two most important factors in their decision to take transit.

FIGURE 4: FACTORS IN DECISION TO TAKE TRANSIT
 (Proportion who said “Important” or “Very important”
 among those who typically use transit at least one day per week)



Among the 54% of graduates who are currently transit users:

- Women were more likely than men to say “the most convenient option”, “good for the environment”, “less stressful than driving”, and “physically accessible” are important.
- Those with income of \$50,000 to \$74,999 were less likely to say “the most convenient option” and “I can do other things while taking transit” are important, while those

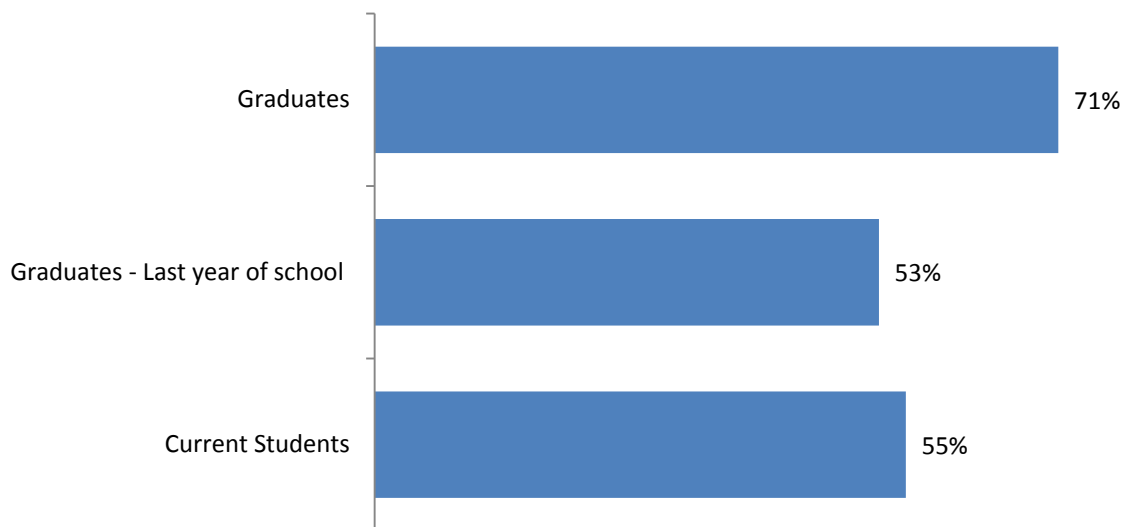
making less than \$25,000 were more likely to say “good for the environment” is important. Graduates with income under \$50,000 were also more likely to say “physically accessible” is important.

- Graduates 35 and older, who finished a program below a Bachelor’s degree or have children were more likely to say “avoid[ing] traffic congestion” is important, while those under 25 years old were less likely to rate “less stressful than driving” as important in their decision to use transit.

2.3.3.2. Other transportation options

As displayed in Figure 5, among transit users, the majority (71%) of the graduates have other transportation options, but choose to take transit, up significantly from slightly over half (53%) of graduates during their last year of school, which is similar to current students (55%).

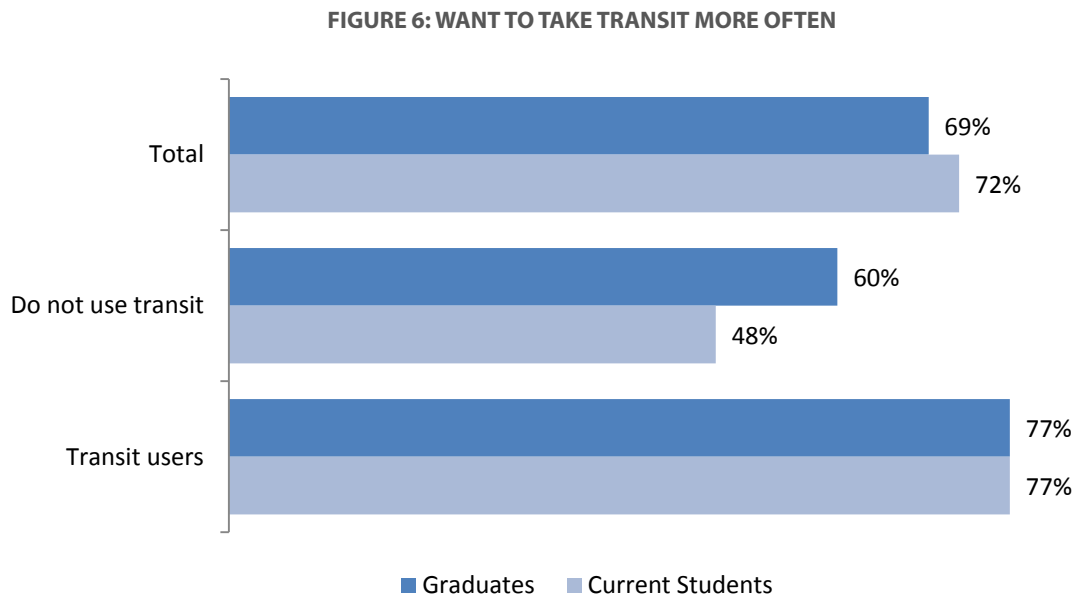
FIGURE 5: TRANSPORTATION OPTIONS OTHER THAN TRANSIT
(Among those who typically use transit at least one day per week)



- Among graduates, women, single individuals without children, and those in households making less than \$50,000 are more likely than their counterparts to say transit is currently their only option.
- Graduates who say they have no alternatives to transit tend to take transit more days per week.
- Students who moved to Metro Vancouver for school were more likely to say transit is their only transportation option.

2.3.4. Wanting to take transit more often

Most respondents want to be able to take transit more often, as seen in Figure 6. About 7 in 10 graduates (69%) and current students (72%) want to use transit more. Interestingly, among those who do not use transit, 60% of graduates want to take transit more often, higher than the 48% of current students.



- Current students who are single without children and under 25 are more likely than their counterparts to want to take transit more often.

2.3.5. Reasons for not using transit

When asked the main reason why the 46% of graduates are not current transit users, most of the responses can be organized into three categories:

- Alternative transportation options (50%)
 - About 4 in 10 (38%) “have a personal vehicle/access to a vehicle”, while 2% “carpool”
 - Around 1 in 10 use active transportation, including 6% who “walk” and 4% who “cycle”
- Transit-related issues (31%)
 - Around 1 in 5 (18%) say “transit takes too long”, while some graduates say “transit not reliable/passed up by bus” (2%), “schedule not frequent enough” (2%), and “poor access to transit service (2%)”
 - For 4 % of graduates, “transit is too crowded/not comfortable”, while 3% say “transit is too expensive/cheaper to drive”

- Current life situation (17%)
 - One in 10 graduates “require a vehicle for work” (10%)
 - Graduates also cite “family responsibilities” (5%) and “don’t need to take transit/work from home”(2%)

When compared to the responses from the 18% of graduates not using transit during their last year of school, graduates who do not currently use transit were more likely to say they “have a personal vehicle/access to a vehicle” (38%, up from 33%), and “require a vehicle for work” (10%, up from 5%) and less likely to say “transit takes too long” (18%, down from 32%) and “schedule not frequent enough” (2%, down from 6%).

Among the 16% of current students who don’t typically use transit, 4 in 10 (41%) said they “have a personal vehicle/access to a vehicle”, while a quarter (26%) say “transit takes too long” and 1 in 10 (8%) say they “walk”. Results can be seen in Table 2.

TABLE 2: MAIN REASON FOR NOT USING TRANSIT
(Among those who do not use transit at least one day per week)

MAIN REASON	GRADUATES	GRADUATES – LAST YEAR OF SCHOOL	CURRENT STUDENTS
Have access to a vehicle	38%	33%	41%
Transit takes too long	18%	32%	26%
Require a vehicle for work	10%	5%	6%
Family responsibilities	5%	3%	3%
Walk	6%	3%	8%
Transit too crowded	4%	1%	3%
Cycle	4%	4%	2%
Transit too expensive	3%	-	-
Poor access to transit	2%	4%	4%
Transit not reliable	2%	1%	1%
Transit schedule not frequent enough	2%	6%	3%
Carpool	2%	3%	4%
Don’t need to commute	2%	-	-
Other	1%	3%	1%

Graduates who say they want to take transit more often (23%) are more likely to say “transit takes too long” as the reason they don’t take transit than those who don’t (11%) want to take

transit more often. Additionally, just 31% of those who want to take transit more often “have a personal vehicle/access to a vehicle”, significantly lower than the 50% who do not want to take transit more often.

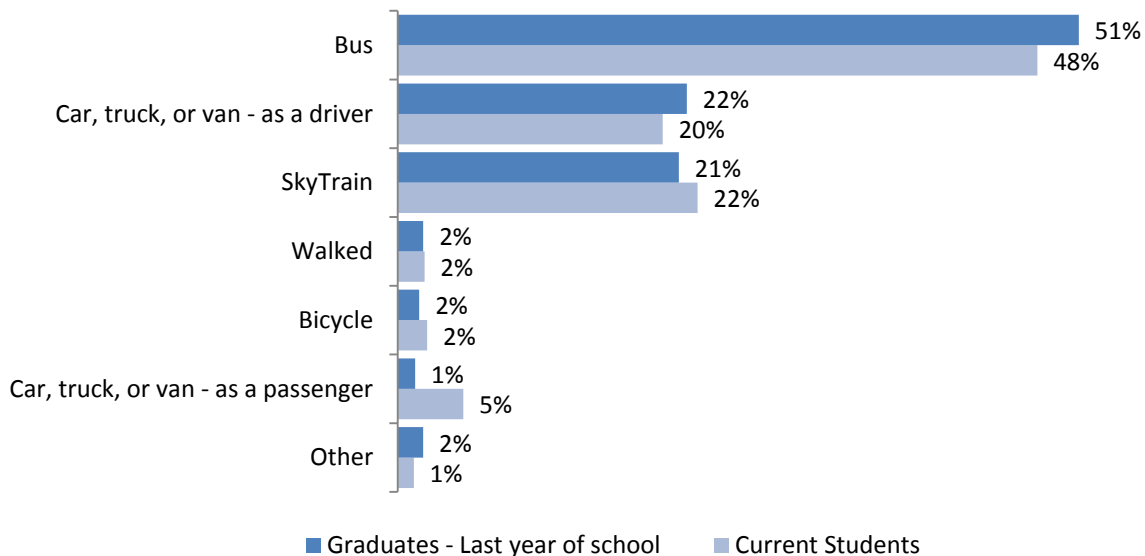
2.3.6. Going to and from campus

During their last year of school, 97% of graduates went to campus at least once a week, with the balance reporting they lived on campus. Current students more often lived on campus (7%), so that 91% travelled to the campus as least once a week and the balance did not typically go to campus. Among those travelling to a campus, two-thirds (68%) of graduates went to campus four to five days a week during their last year of school, compared to 58% of current students.

2.3.6.1. Mode of travel to and from campus

Among those travelling to and from campus, almost 3 in 4 (73%) graduates used some form of public transportation to travel to and from school. Around a quarter (23%) used private transportation (as a driver or passenger), while less than 1 in 10 (3%) used active transportation (walking and biking). The modes used by current students were similar (70% public transportation, 25% private transportation, and 4% active transportation)—see Figure 7.

FIGURE 7: MODE OF TRANSPORTATION TO CAMPUS
(Among those travelling to and from campus)



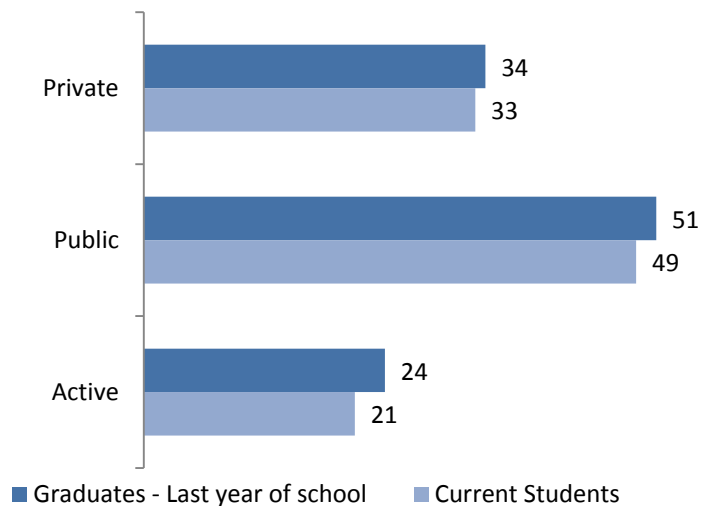
- Among graduates during their last year at school, those with a household income of \$75,000 and above and who were travelling to campus 1 to 3 days a week were less likely to use public transportation than their counterparts.

- Graduates that lived in a different municipality than their school were more likely to use private transportation to get to campus.
- Current students over 35 years, making over \$50,000, who were living in Metro Vancouver before school and who were travelling to campus 1 to 3 days a week were less likely to use public transportation than their counterparts.
- Current students who live in a different municipality than their school were more likely to take public transit to campus, but this is entirely because those who live in the same municipality were more likely to use some form of active transportation.

2.3.6.2. Duration of trip to campus

Just under half (47%) of graduates spent between 30 and 59 minutes travelling from home to school during their last year. Around 2 in 10 took 15 to 29 minutes (21%) or 60 to 90 minutes (17%) to get to school. The distribution of travel times was similar for current students, with over 4 in 10 (44%) travelling 30 to 59 minutes to school, while around 2 in 10 take 60 to 90 minutes (23%) or 15 to 29 minutes (20%) to travel to school. As shown in Figure 8, the average duration of a trip to campus is significantly longer for those choosing to take public transportation.

FIGURE 8: AVERAGE DURATION OF TRIP TO CAMPUS
(Among those travelling to and from campus)



- Over one-third of those who take public transportation to campus travel for more than an hour, while only about 1 in 7 of those taking private transportation travel for over an hour.

- For graduates who normally use private or active transportation to travel to campus there are no significant differences in their reasons for not being regular transit users based on the time it takes them to go to school.

2.3.7. Going to and from work

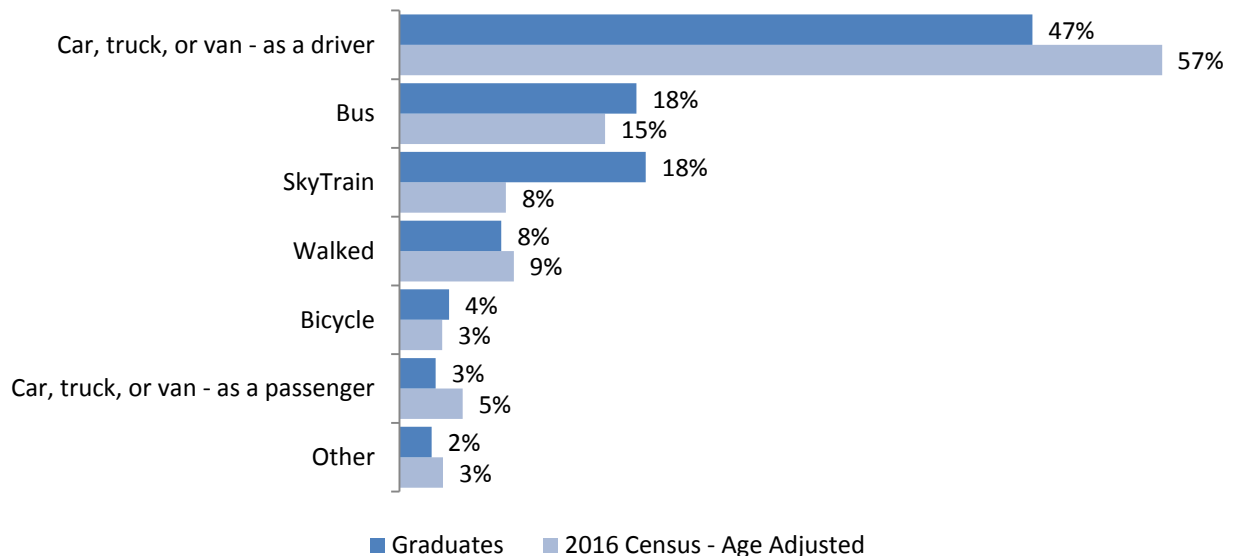
Over 9 in 10 (94%) graduates currently travel to and from work at least once a week, with 79% typically travelling to and from work five days per week.

2.3.7.1. Mode of travel to and from work

Nearly 4 out of 10 (37%) graduates travelling to and from work currently use some form of public transportation to travel to and from work. Half (50%) of graduates use private transportation, while 1 in 10 (11%) use active transportation. According to the 2016 Census, just 1 in 5 of those aged 15 and over travel to work via public transportation in Metro Vancouver.¹ If the age distribution of the 2016 Census results is adjusted to match that of graduates, still only 25% take public transit. If the municipality of residence is also adjusted to match that of the graduates, public transit advances to 27%.²

FIGURE 9: MODE OF TRANSPORTATION TO WORK

(Among graduates currently travelling to and from work)



- Single parents and those with a household income of \$75,000 and above are less likely than their counterparts to use public transportation to commute to work.

¹ Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016322

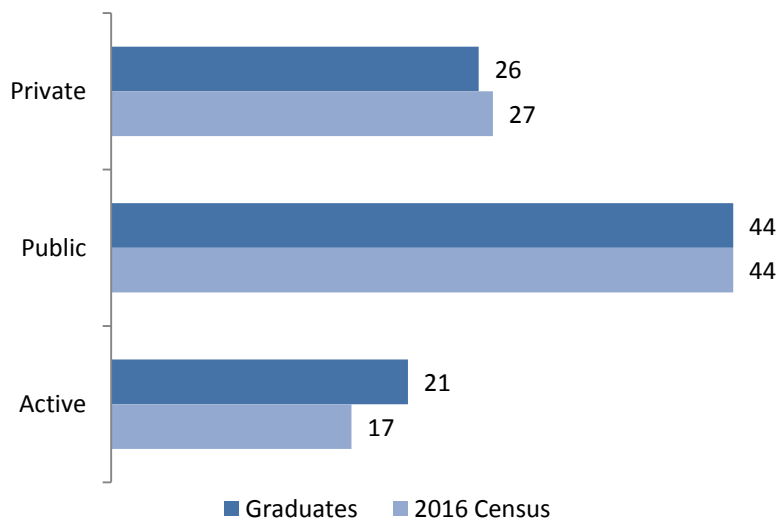
² Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016329

- Graduates who live in a different municipality than their work were more likely to use private transportation to commute to work.

2.3.7.2. Duration of trip to work

For 4 in 10 (43%) graduates the trip from home to work takes between 30 and 59 minutes, while for 3 in 10 (31%) the trip takes 15 to 29 minutes. As shown in Figure 10, the average duration of a trip to work using public transportation is significantly longer than other modes. However, the average duration of the trip to work is comparable to the results from the 2016 Census for Metro Vancouver.

FIGURE 10: AVERAGE DURATION FOR TRIP FROM HOME TO WORK
(Among graduates currently travelling to and from work)



- About a quarter (27%) of graduates who take public transportation to work travel for more than an hour, while only 5% of those taking private transportation travel for over an hour.
- For 6 in 10 (59%) graduates, the trip to work is quicker than the trip to campus was, while for 3 in 10 (28%) it takes longer. Graduates who are current transit riders were less likely to have a quicker trip to work than to campus.
- The average duration of the trip to work is quicker than the trip to campus for all modes of transportation.

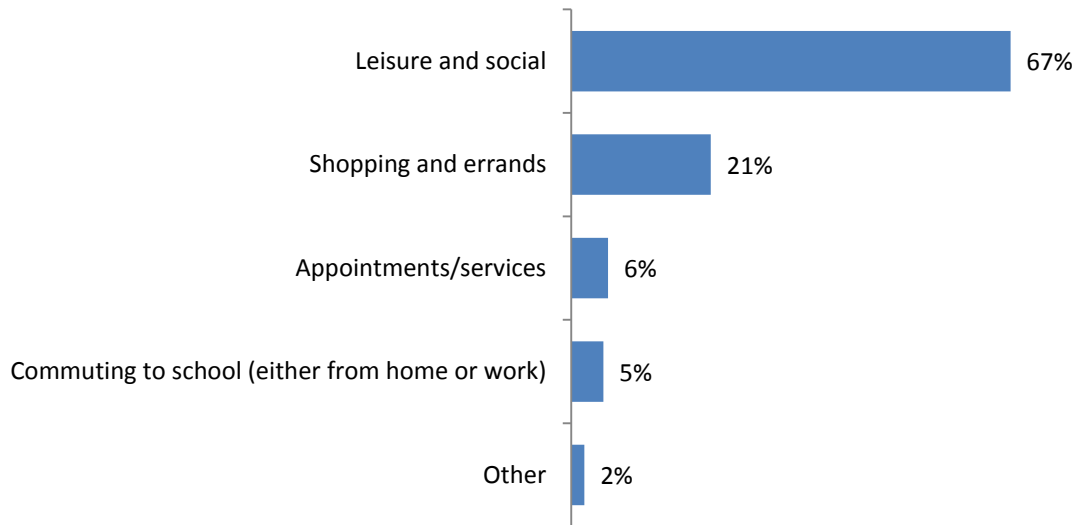
2.3.8. Transit use outside of going to work

Half (50%) of graduates currently use transit at least once a week for trips other than the commute to and from work. The vast majority of these transit users (81%) take transit for trips outside of going to work one to three days a week.

- Graduates without children and with a household income below \$25,000 are more likely to use transit outside of going to work.

For 2 in 3 (67%) graduates, these transit trips are for “leisure and social” reasons, while 2 in 10 (21%) are doing “shopping and errands”, as seen in Figure 11.

FIGURE 11: MAIN PURPOSE FOR USING TRANSIT OUTSIDE OF GOING TO WORK
(Among graduates who use transit for trips other than the commute to work)



2.4. U-Pass BC

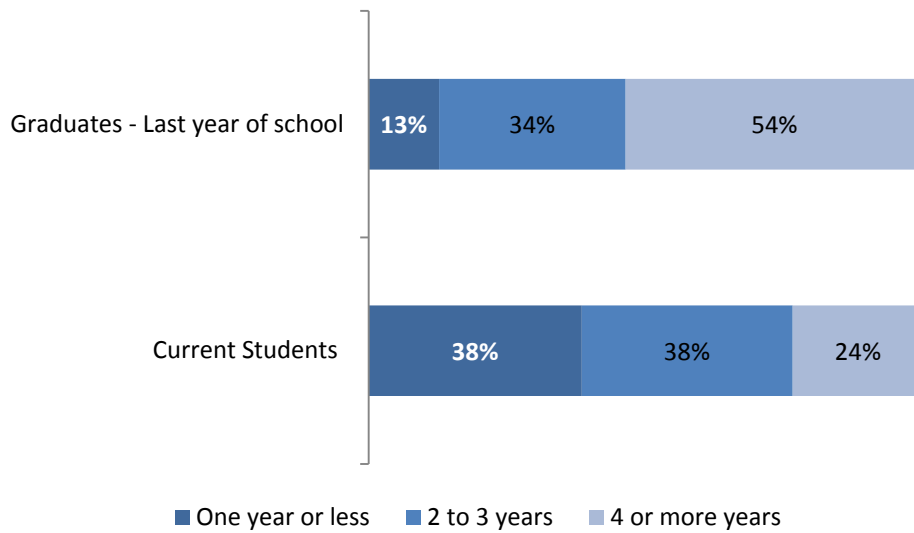
A large majority of graduates (91%) activated their U-Pass BC during their last year of school. This proportion is on par with the proportion of current students with an activated U-Pass BC (93%). These individuals were asked several questions on their U-Pass BC usage.

2.4.1. U-Pass BC experience

The majority of graduates (54%) had their U-Pass BC for at least four academic years. About a third (34%) had their U-Pass BC for two to three years, with 13% only having the U-Pass BC for one year or less—see Figure 12.

Currents students have less experience with U-Pass BC, as 4 in 10 (38%) have only had their pass for one academic year or less. Approximately 4 in 10 (38%) have had the pass for two to three years, while a quarter (24%) have had the U-Pass BC for at least four years.

FIGURE 12: NUMBER OF YEARS WITH A U-PASS BC
 (Among those who had activated their U-Pass BC)



2.4.2. Benefits of having a U-Pass BC

Respondents were asked to select from a provided list the top three benefits of having a U-Pass BC. Among graduates, “provides a transportation option for students without a vehicle” (58%, with 28% saying it was the top benefit), “cheaper than driving and finding/paying for parking” (48%, and 20%), and “lower cost than regular fare options” (47%, and 23%) were the most popular answers.

As seen in Table 3, current students selected the same top three benefits as graduates and to a similar extent. Current students cited “provides transportation option for students without a vehicle” (61%, with 31% saying it was the top benefit), “cheaper than driving and finding/paying for parking” (45%, and 16%), and “lower cost than regular fare options” (44%, and 20%) as the top benefits of U-Pass BC.

TABLE 3: BENEFITS OF HAVING A U-PASS BC
(Among those who had activated their U-Pass BC)

BENEFITS	GRADUATES – LAST YEAR OF SCHOOL		CURRENT STUDENTS	
	% TOP BENEFIT	% TOP 3 BENEFIT*	% TOP BENEFIT	% TOP 3 BENEFIT*
Provides a transportation option for students without access to a vehicle	28%	58%	31%	61%
Cheaper than driving and finding/paying for parking	20%	48%	16%	45%
Lower cost than regular fare options	23%	47%	20%	44%
Can travel within all zones	9%	33%	8%	30%
Promotes the use of public transportation	7%	25%	4%	17%
Reduces greenhouse gas emissions/Good for the environment	1%	17%	5%	25%
Ability to do other things while commuting (study/work, reading, sleep)	2%	14%	2%	15%
Easier/faster than purchasing a monthly passes/tickets	2%	13%	4%	17%
Decreases reliance on motor vehicle	2%	11%	3%	13%
Do not need to carry change/cash for fares	2%	10%	4%	13%
Reduces traffic congestion	1%	10%	1%	12%

*Top benefit is included in top 3.

When asked if there were any other benefits to having a U-Pass BC, graduates and current students said “eased budget/fixed transportation cost/makes transit more accessible to students”, (9% and 6%, respectively), and “connects you to the community/city/culture/ provides social value” (4% and 6%, respectively).

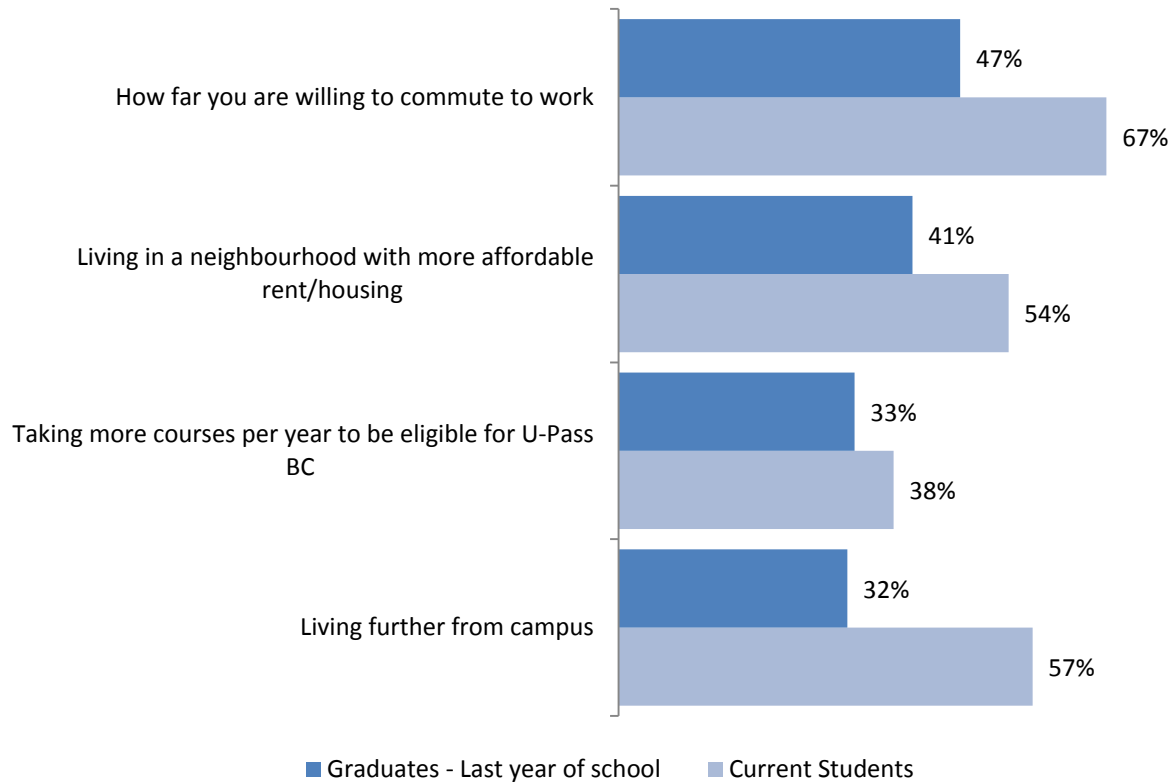
2.4.3. U-Pass BC’s influence on student life

Respondents who had activated their pass were asked how having a U-Pass BC influenced several life decisions—see Figure 13. Having a U-Pass BC was a greater influence on current students than graduates in their last year of school.³

It is clear that for current students, U-Pass BC influenced “how far they were willing to commute to work” (67% agreed, 29% strongly agreed), decisions on “living further from campus” (57%, 25% strongly agreed) and “living in a neighbourhood with more affordable rent/housing” (54%, 25%).

³ Note graduates were primarily asked questions to this point in the survey about the last year attending their institution, which may have altered responses to this question as they would be less likely to be making these life decisions in their last year of study.

FIGURE 13: U-PASS BC INFLUENCE ON DECISIONS
 (Among those who had activated their U-Pass BC)



- Among graduates, those with a household income \$75,000 and above were less likely to agree that having a U-Pass BC influenced “living further from campus” and “living in a neighbourhood with more affordable rent/housing” than their counterparts.
- Those doing a Bachelor’s degree or below were more likely to agree that having a U-Pass BC influenced the decisions to “take more courses per year to be eligible for U-Pass BC”.
- Current students 35 and older were less likely to agree that having a U-Pass BC influenced “how far you are willing to commute to work”, while single students without children were more likely to agree with that statement.
- Students under 30 and women were more likely than their cohorts to agree that having a U-Pass BC influenced the decision to “take more courses per year to be eligible”.
- Those who moved to Metro Vancouver for school were more likely to agree that having a U-Pass BC influenced “living further from campus” and “living in a neighbourhood with more affordable housing”, but were less likely to agree that having a U-Pass BC influenced the decision to “take more courses per year to be eligible”.

2.4.4. U-Pass BC contribution to student affordability

A large majority (87%) of graduates who had activated their U-Pass BC agree that U-Pass BC contributed positively towards student affordability, including 62% who strongly agree.

This sentiment is echoed by current students, with 84% agreeing (56% strongly agreeing) that U-Pass BC positively contributes towards student affordability.

- Graduates making \$75,000 and above were less likely to agree that U-Pass BC contributed positively towards student affordability.

When asked to name other ways U-Pass BC contributes to student affordability, the responses from graduates and current students were similar with 7 in 10 saying the U-Pass BC made no other contribution, 1 in 7 mentioned the “ability to travel more than would have been possible without a U-Pass BC/travel across zones/without time restrictions”, and about 1 in 20 said it “eased overall budget/one less cost to worry about” and it enabled them to “put off buying a vehicle/decreased reliance on vehicles/saved on parking, insurance, gas, etc. costs” – see Table 4.

TABLE 4: OTHER WAYS U-PASS BC CONTRIBUTES TO STUDENT AFFORDABILITY
(Among those who had activated their U-Pass BC)

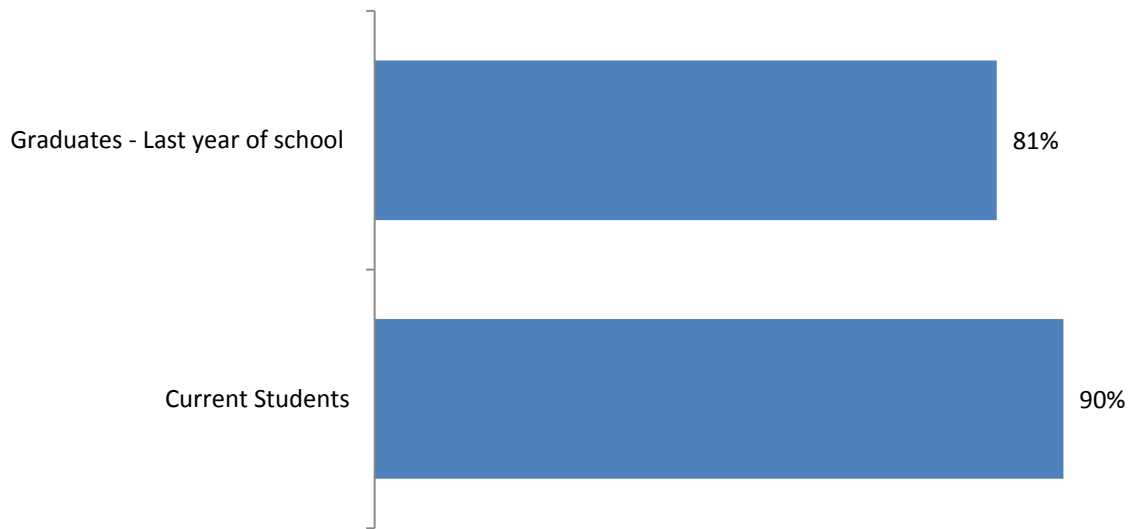
CONTRIBUTIONS	GRADUATES – LAST YEAR OF SCHOOL	CURRENT STUDENTS
Ability to travel across zones	14%	16%
Able to live without a vehicle	6%	7%
Eased overall budget	6%	5%
Money saved could be spent on necessities	1%	3%
Did not contribute to affordability/would have liked to be able to opt out	2%	3%
Other	<1%	2%
No other contribution	72%	69%

Note: Multiple responses were accepted for this question.

2.4.5. U-Pass BC incentivizing transit use

About 8 in 10 (81%) graduates said having a U-Pass BC was an incentive to use transit more often. This proportion is smaller than for current students, where 9 in 10 (90%) say access to the program motivates increased transit use—see Figure 14.

FIGURE 14: U-PASS BC INCENTIVIZED TRANSIT USE
(Among those who had activated their U-Pass BC)



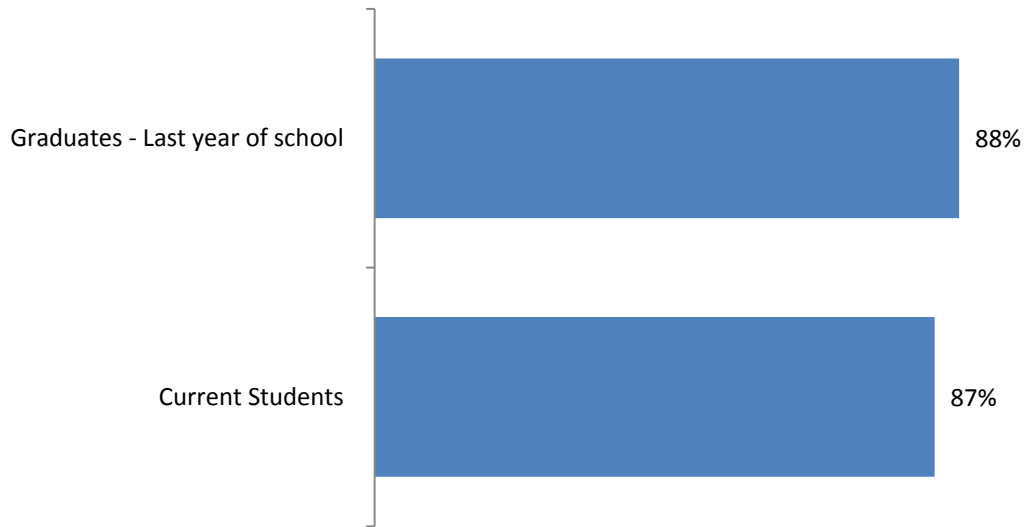
- Graduates with a household income of \$50,000 to \$74,999 were more likely to say having a U-Pass incentivized transit use.

2.4.6. U-Pass BC use outside of going to campus

As seen in Figure 15, the vast majority of graduates (88%) who activated their U-Pass BC and use transit at least one day per week used their U-Pass BC for trips outside of commuting to school in their last year, nearly identical to current students (87%). Most of these individuals used their U-Pass BC one to three days a week (64% and 72%, respectively).

FIGURE 15: USED U-PASS BC OUTSIDE OF GOING TO CAMPUS

(Among those who had activated their U-Pass BC and typically use transit at least one day per week)

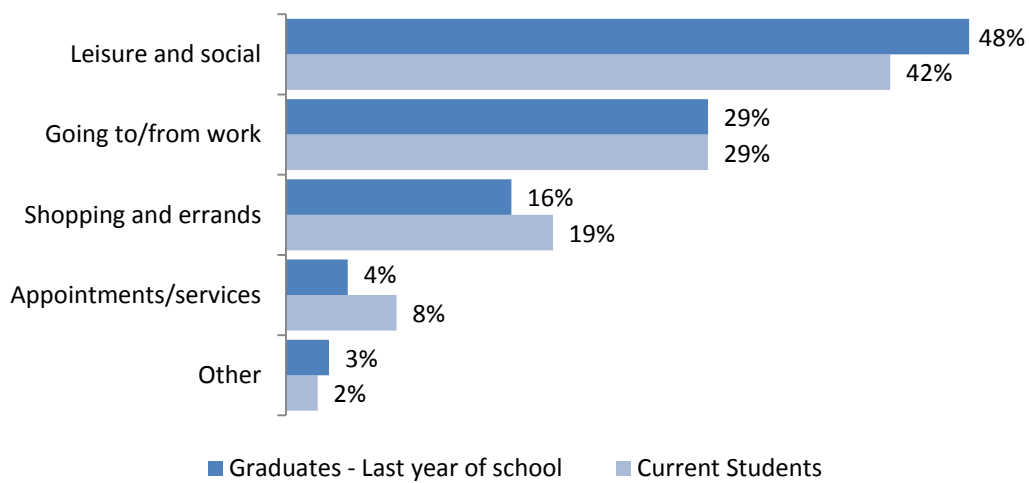


- Graduates without children were more likely than their cohorts to use their U-Pass BC for trips outside of going to campus.

As illustrated below in Figure 16, the main purpose of transit trips were similar between graduates in their last year of school and current students. Between 4 in 10 and 5 in 10 graduates and current students used their U-Pass BC for “leisure and social reasons (recreation, visiting friends/family, attending events), 3 in 10 said for “going to/from work”, and 1 in 6 said for “shopping and errands”.

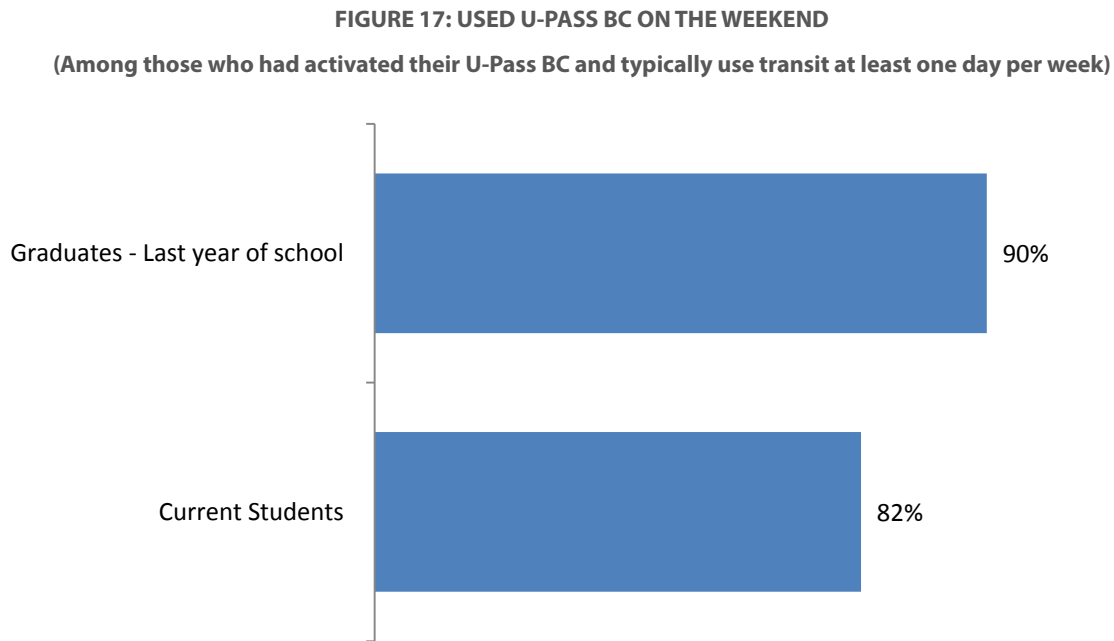
FIGURE 16: MAIN PURPOSE FOR USING U-PASS BC OUTSIDE OF GOING TO SCHOOL

(Among those who had activated their U-Pass BC and typically use transit at least one day per week)



2.4.7. U-Pass BC use on the weekend

Among graduates who activated their U-Pass BC and typically use transit at least one day per week during their last year of school, 9 in 10 (90%) used their U-Pass BC on the weekend versus 8 in 10 (82%) current students—see Figure 17.



- Graduates without children were more likely than their counterparts to use their U-Pass BC on the weekend during their last year of school.

2.4.7.1. Reasons for using U-Pass BC on the weekend

As shown in Figure 18, many of the reasons mentioned by graduates for using their U-Pass on the weekend during their last year of school were transit service-related:

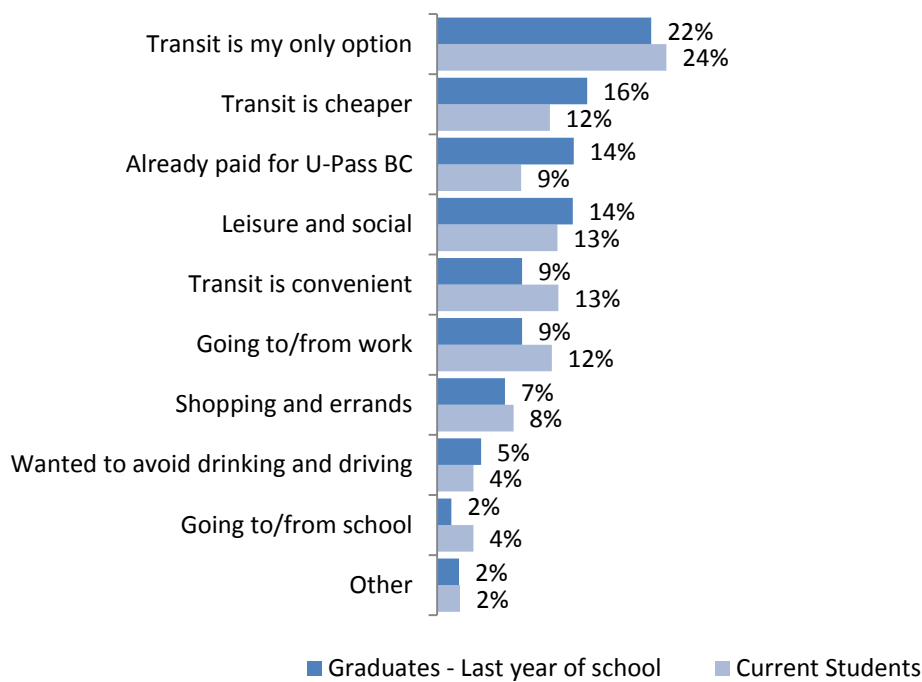
- About 3 in 10 graduates cited financial reasons, with 16% saying “transit is cheaper and easier than driving and finding/paying for parking” and 14% saying they “already paid for their U-Pass BC so might as well use it/cheapest transportation option”
- Approximately 1 in 5 (22%) said “transit is my only option for transportation/no access to vehicle/don’t drive” and
- 9% of graduates said “transit is convenient”.

Other graduates mentioned the purpose of the trip, such as “leisure and social (recreation, visiting friends/family, attending events)” (14%), “going to/from work” (9%), “shopping and errands” (7%), and “going to/from weekend class/meeting for projects/studying” (2%). A further 5% said they “wanted to avoid drinking and driving”.

Current students cited many of the same reasons for using U-Pass BC on the weekend, although fewer students said “transit is cheaper” (12% versus 16% of graduates) and “already paid for U-Pass” (9% versus 14%). More current students said “transit is convenient” (13% versus 9%) as the main reason they use their U-Pass BC on the weekend.

FIGURE 18: MAIN REASON FOR USING U-PASS BC ON THE WEEKEND

(Among those who had activated their U-Pass BC and typically use transit at least one day per week)



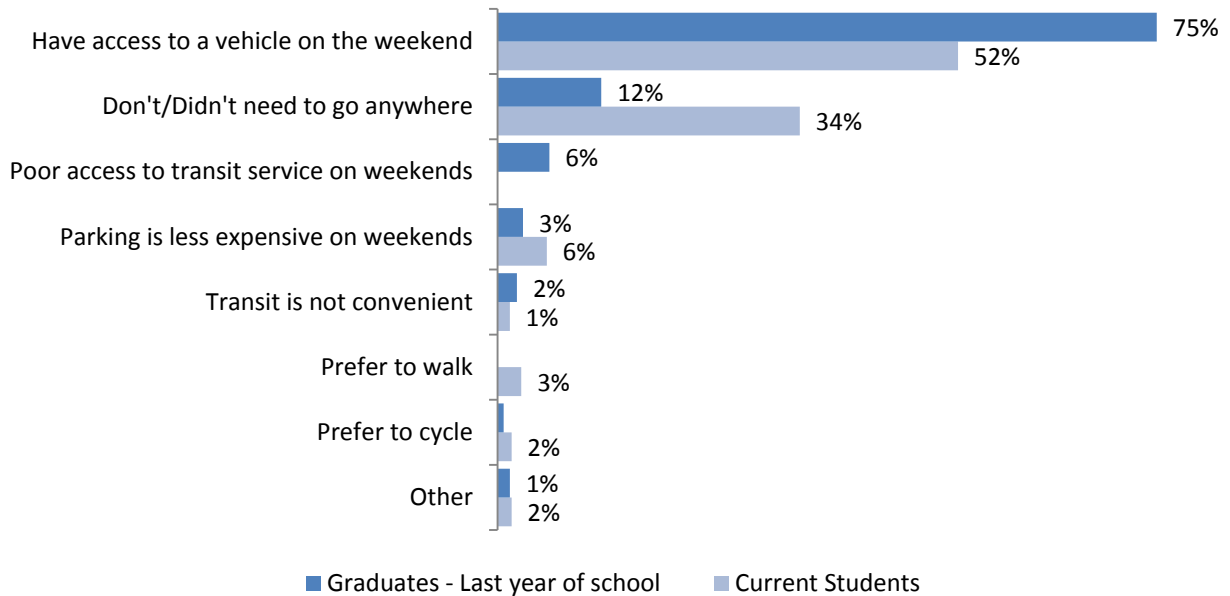
2.4.7.2. Reasons for not using U-Pass BC on the weekend

For the 10% of graduates who didn’t use their U-Pass BC on the weekend during their last year of school, the most common reason was they “have access to a vehicle on the weekend” (75%). A little more than 1 in 10 “didn’t need to go anywhere” (12%) or cited “poor access to transit on weekends” (6%).

Just 1 in 5 (18%) current students don’t use their U-Pass BC on weekends. The top reasons for not using the pass are “have access to a vehicle on the weekend” (52%), “don’t need to go anywhere” (3%), and “parking is less expensive on the weekend” (6%).

FIGURE 19: MAIN REASON FOR NOT USING U-PASS BC ON THE WEEKEND

(Among those who had activated their U-Pass BC and typically use transit at least one day per week)



2.4.8. Alternative payment methods

For 28 graduates who were regular transit users but did not activate or were not eligible for a U-Pass BC, the most common method of transit payment was a monthly pass (62%). Two in 10 (20%) used a Compass Card, while slightly more than 1 in 10 (13%) used a single cash ticket.

Among 23 current students who are regular transit users but did not activate their U-Pass BC, about 7 in 10 (71%) rely primarily on a Compass Card, 2 in 10 (17%) use a Government of B.C. Bus Pass⁴, and 1 in 10 (10%) use a monthly pass⁵.

⁴ The Government of B.C. Bus Pass (BC Bus Pass Program) is available for low-income seniors and persons with disabilities.

⁵ Compass Cards were introduced by TransLink in late 2015. Single ride fares and passes (day, month, CNIB, etc.) are now stored on these cards.

TABLE 5: ALTERNATIVES TO U-PASS BC FOR TRANSIT PAYMENT
(Among graduates who typically use transit at least one day per week and did not activate or were not eligible for a U-Pass BC)

REASON	GRADUATES – LAST YEAR OF SCHOOL (N=28)	CURRENT STUDENTS (N=23)
Monthly pass	62%	10%
Compass Card (stored value)	20%	71%
Single cash ticket	13%	2%
Government of BC Bus Pass	3%	17%
Canadian National Institute for the Blind (CNIB) Pass	2%	-

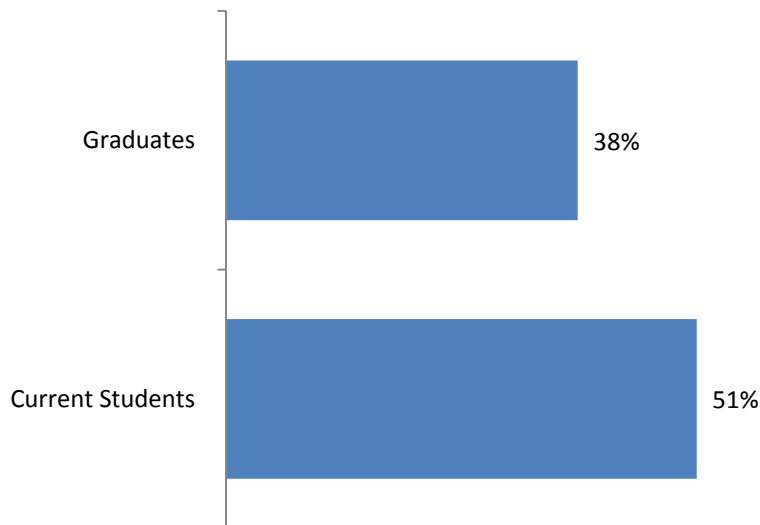
Caution: samples sizes are very small

2.4.9. Effect of U-Pass BC post-graduation

About 4 in 10 (38%, 14% very likely) graduates who had activated their U-Pass BC said when they are considering their transportation options they are more likely to choose transit as a result of their experience with U-Pass BC.

Over half (51%, 20% very likely) of current students say they are more likely to choose transit.

FIGURE 20: LIKELIHOOD OF CHOOSING TRANSIT AFTER U-PASS BC
(Among those who had activated their U-Pass BC)



About 1 in 3 (32%) graduates said they were “neutral” when asked if they are more likely to choose transit as a result of their experience with U-Pass BC. Almost all (90%) of these undecided graduates were transit users during their last year of school, while 58% are currently transit users. Among those that are no longer transit users but were previously, the

main reasons they don't typically use transit are "have access to a personal vehicle" (35%) and "transit takes too long" (32%). About a third (29%) of current students said they were neutral.

2.4.9.1. Reasons for increased likelihood of choosing transit

As seen in Figure 21, there were multiple reasons for increased likelihood of taking transit after their U-Pass BC experience.

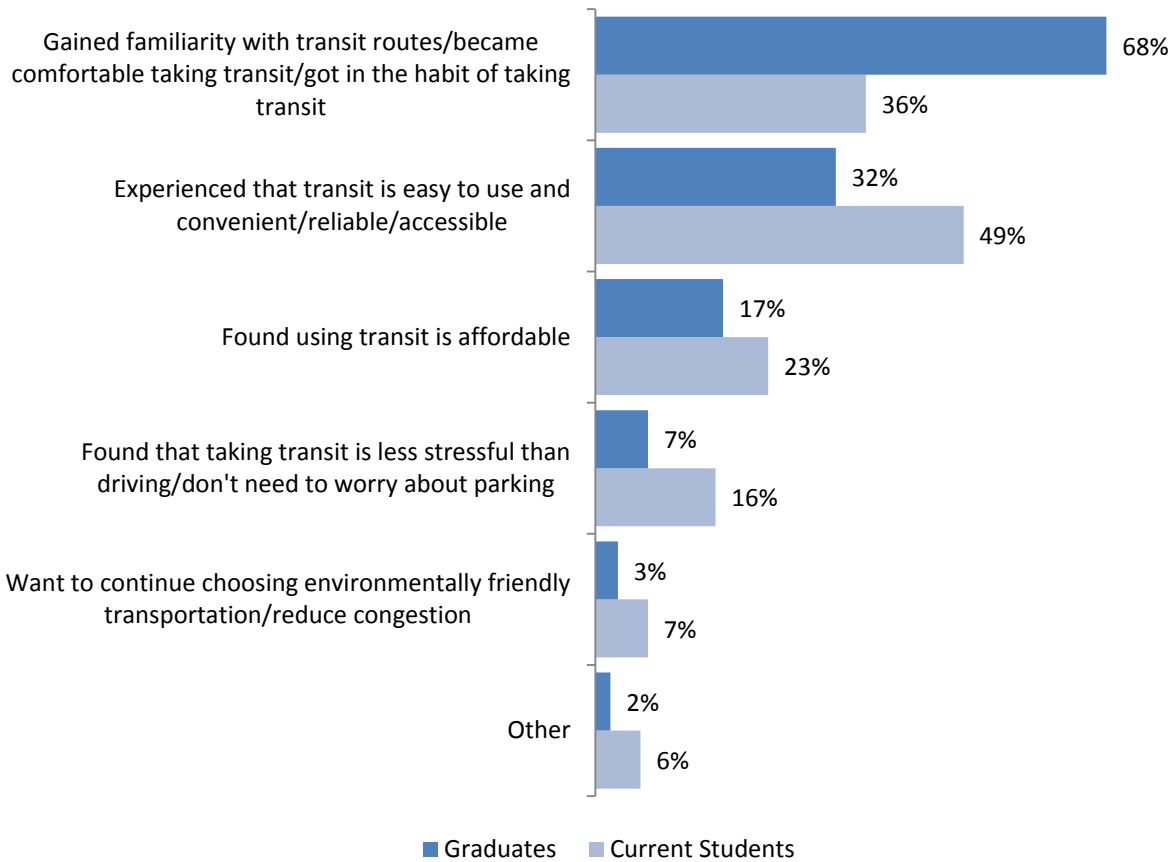
Among graduates:

- About 7 in 10 (68%) cited they "gained familiarity with transit routes/became comfortable taking transit/got in the habit of taking transit."
- A third of graduates (32%) "experienced that transit is easy to use and convenient/reliable/accessible".
- Nearly 2 in 10 (17%) say they "found using transit is affordable", while almost 1 in 10 (7%) "found that taking transit is less stressful than driving/don't need to worry about parking".

Among current students:

- About half (49%) said it was because they "experienced that transit is easy to use and convenient/reliable/accessible".
- Over one-third (36%) "gained familiarity with transit routes/became comfortable taking transit/got in the habit of taking transit", lower than graduates
- Almost one-quarter said they "found transit affordable" (23%, versus 17% of graduates), 1 in 6 "found that taking transit is less stressful than driving/don't need to worry about parking" (16%, versus 7%), and less than 1 in 10 mentioned "want to continue choosing environmentally-friendly transportation/reduce congestion" (7%, versus 3%).

FIGURE 21: REASON FOR INCREASED LIKELIHOOD OF TAKING TRANSIT AFTER U-PASS BC



Note: Multiple responses were accepted for this question.

- Gaining familiarity with transit routes was mentioned twice as often among those with a U-Pass BC for four or more years compared to those holding a pass for one year or less. Nearly all of the other reasons cited declined as years of experience with the U-Pass BC increased indicating that the initial experience has the most impact on perceptions of transit.

3. Appendix A: Methodology

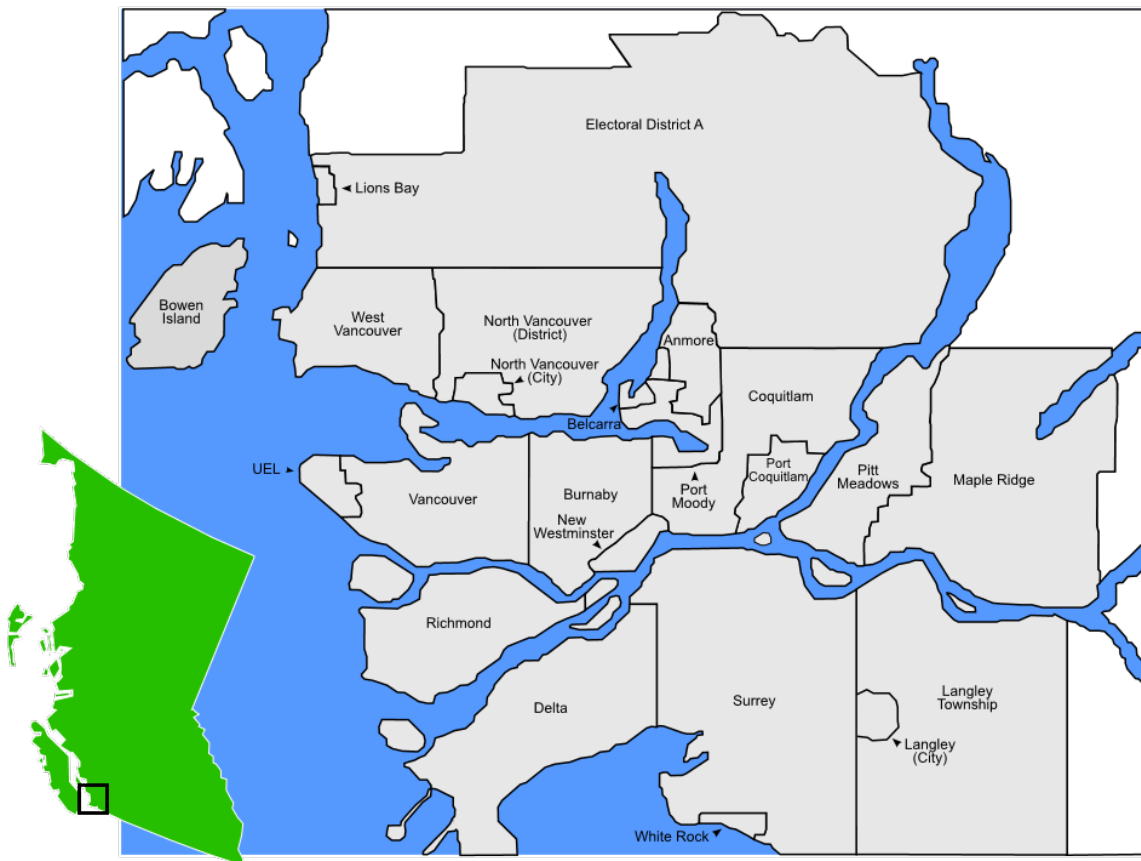
Survey Design and Sample Selection

The survey was conducted via the web with the sample being drawn from current student and graduate lists provided by the 10 post-secondary education institutions participating in the U-Pass BC program—British Columbia Institute of Technology, Capilano University, Douglas College, Emily Carr University of Art and Design, Kwantlen Polytechnic University, Langara College, Nicola Valley Institute of Technology, Simon Fraser University, University of British Columbia, and Vancouver Community College.

A total of 4,994 current students and 12,000 graduates who were eligible and not exempt from the U-Pass BC program were invited by email to complete the survey out of a population of 143,308 current students as of January 2018 and 26,512 graduates from the 2015 calendar year. For some smaller institutions all current students and graduates were included, while for others a random sample stratified by age and gender was invited to participate. Note that only credentials of at least eight months in duration were included for graduates to ensure they would have sufficient experience using U-Pass BC. As a result, developmental programs are not represented in the survey of graduates.

Overall 1,259 current students and 897 graduates currently living in Metro Vancouver (see map below) completed the survey. A total of 1,628 current students and 1,353 graduates commenced the survey. The balance were either disqualified because they were not currently enrolled, did not graduate in 2015, lived outside Metro Vancouver, or they did not finish the survey.

METRO VANCOUVER



The data was weighted for current students and graduates by institution, age groups, gender and credential groups to ensure it is representative of all students eligible and not exempt from the U-Pass BC program.

The maximum margin of error for sample sizes of 1,259 and 897 are $\pm 2.8\%$ and $\pm 3.3\%$, respectively, 19 times out of 20. Margins of error for smaller sample sizes will be larger – the table below provides the margin of error for different sample sizes and proportions to assist the reader.

The margin of error on the question, "Would you like to be able to take transit more often?" is $\pm 2.6\%$ (71.8% responded "Yes") for current students and $\pm 3.1\%$ (69.4% responded "Yes") for graduates. That is, if the survey were conducted repeatedly, the proportion of current students answering "Yes" would lie between 69.2% and 74.4% and between 66.3% and 72.5% for graduates, 19 times out of 20. The sample size for this question was 1,170 current students and 838 graduates.

**STATISTICAL MARGINS OF ERROR (±) FOR SELECTED SAMPLE SIZES AND PERCENTAGES,
USING A 95% LEVEL OF CONFIDENCE**

SAMPLE PROPORTION	N=50	N=100	N=150	N=200	N=300	N=400	N=500	N=650	N=800	N=1000
10%	8.3	5.9	4.8	4.2	3.4	2.9	2.6	2.3	2.1	1.9
20%	11.1	7.8	6.4	5.5	4.5	3.9	3.5	3.1	2.8	2.5
30%	12.7	9.0	7.3	6.4	5.2	4.5	4.0	3.5	3.2	2.8
40%	13.6	9.6	7.8	6.8	5.5	4.8	4.3	3.8	3.4	3.0
50%	13.9	9.8	8.0	6.9	5.7	4.9	4.4	3.8	3.5	3.1
60%	13.6	9.6	7.8	6.8	5.5	4.8	4.3	3.8	3.4	3.0
70%	12.7	9.0	7.3	6.4	5.2	4.5	4.0	3.5	3.2	2.8
80%	11.1	7.8	6.4	5.5	4.5	3.9	3.5	3.1	2.8	2.5
90%	8.3	5.9	4.8	4.2	3.4	2.9	2.6	2.3	2.1	1.9

Questionnaire Design and Pre-testing

The survey was targeted at current students and graduates from the 2015 calendar year of public post-secondary education institutions in order to understand usage of and preference for travel via transit in Metro Vancouver as a result of the U-Pass BC program.

BC Stats worked representatives of the U-Pass BC Advisory Committee (UAC), the Ministry of Transportation and Infrastructure (MoTI), the Ministry of Advanced Education, Skills and Training (AEST), and TransLink to develop a survey questionnaire. This process was initiated with a half-day in-person session with a professional facilitator, Dr. Faye Schmidt of Schmidt & Carbol Consulting Group, to develop and prioritize survey themes and topics in order to understand usage of and preference for travel via transit in Metro Vancouver as a result of the U-Pass BC program.

Following the session a series of teleconferences were held with a UAC Working Group, MoTI, AEST, and TransLink to further refine the survey themes and topics and review and provide input on the draft survey being developed by BC Stats. During the questionnaire design phase BC Stats also conducted a literature review to ensure the questions posed would be comparable to other research such as the 2016 Census and not duplicate previous measurement efforts.

Survey Administration and Data Analysis

BC Stats administered the web survey from February 19 to April 22, 2018, including a pre-test period during which skip patterns and open-ended responses were monitored to ensure the

survey was performing as expected. Current students were emailed a total of four times during the survey period, while graduates were emailed up to six times. The response from graduates was lower than expected. As a result, BC Stats increased the sample in stages between March 23rd and April 3rd from the initial 5,000 selected to 12,000. The newer sample of graduates was emailed three times in total.

Data were automatically entered into BC Stats' web survey software database as each survey response progressed, and an audit of the data was carried out to ensure accuracy and to clean any ambiguous responses. Coding categories for the open-ended questions were determined based upon all of the completed questionnaires.

Reporting of the Results

Results for quantitative questions are shown as counts and percentages. Percentages present the proportion of all respondents who provided a valid answer to a given question. Percent positive ratings were calculated for each scaled question. Percent positive ratings refer to the percentage of respondents who selected one of the top two favourable response categories on the scale (e.g., selected "4 - Somewhat agree" or "5 - Strongly agree").

Please note that totals throughout the report may sum slightly over or under the component parts due to rounding. The total number of valid responses for any given question varied because of skip patterns in the survey or because of non-valid responses (i.e., don't know or prefer not to answer). All non-valid responses were excluded from percentage calculations. Results are suppressed where there are fewer than five responses in a cell. As well, the word "significant" is used to indicate that the percentage difference being noted is statistically significant at a 95% level of confidence.

4. Appendix B: Factground

High Level

Study	U-Pass BC Program Survey 2018
Project Sponsor	Ministry of Transportation and Infrastructure

Operations

Instrument / Data Collection Method	Questionnaire
Modes	Online survey
Fielding Window / Dates	February 15 to April 22, 2018

Population / Sample

Scope	Current students as of January 2018 and graduates from the 2015 calendar year who were eligible and not exempt from the U-Pass BC program were provided by the 10 public post-secondary education institutions participating in the program
Population	143,308 current students and 26,512 graduates
Contacted	4,994 current students and 12,000 graduates
Survey Completions	1,259 current students and 897 graduates
Eligibility Rate	Current students and graduates residing in Metro Vancouver; graduates must have been residing in Metro Vancouver during the last year they attended their institution
Sampling Strategy	For smaller institutions all current students and graduates were included, while for other institutions a random sample was stratified by age and gender

Key Measure

Margin of Error	$\pm 2.8\%$ for 1,259 current students and $\pm 3.3\%$ for 897 graduates, 19 times out of 20
Methods of Analysis	Percent positives, statistical testing



BC Stats is the provincial government's leader in statistical and economic research, information and analysis essential for evidence-based decision-making. BC Stats, the central statistics agency of government, is excited to be taking a lead role in the strategic understanding of data sources and analysis across government. The goal is to increase overall business intelligence—information decision makers can use. As part of this goal, BC Stats is also developing an organizational performance measurement program. For more information, please contact Elizabeth Vickery.



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