Survey Process and Methodology

- In April 2016, a committee met to discuss surveying all students related to (1) student suggested areas of improvement with the WTA bus service, (2) attitude about the importance of a bus service, and (3) responses to a potential fee increase prior to an upcoming contract renewal between the WTA and WWU.

- The survey was launched in May 2016 and was available until the end of the quarter.

- Survey questions were sent by email to all students, undergraduate and graduate, enrolled at Western Washington University during spring quarter 2016.

- Questions were taken from the current WTA Survey on the WTA website and ideas from the committee.

Survey Respondents = 700+
Student Suggested Improvement Needs for WTA

Which three of the following do you feel it’s most important for WTA to improve upon?

- Punctuality of WTA buses
- Overcrowding of the buses
- Number of covered bus shelters
- Accessibility of route and schedule information (including real time bus arrival information)
- Bike rack capacity
Importance of Bus Service

How important do you think this issue is to Western students?

Potential Fee Increase

Would you be willing to pay an increased Transportation Fee to retain the current level of service?
Students find the WTA to be a very important part of their collegiate lives, and that while the WTA does a good job of fulfilling students’ transportation needs, there is definite room for improvement.

Student comments and questions were elicited and recorded, to be incorporated in the goals attached to use of the student Transportation Fee.

One of the goals is to better communicate the purpose of the Transportation Fee (and why it has to be applied to all students, not just those who use the bus system).

The committee was able to determine that there is a major interest from students to create an app that would give a real-time indication of where busses are along their routes.

Limitations in the survey: students were sent the survey who were on the verge of graduating, which could affect their responses and makes their responses less useful since they won’t be affected by any fee increase.

Future surveys should modify the survey so the students have more room to respond, as some of the typed responses were cut off because typed responses only had a limited number of characters.