



Working to implement a 21st century passenger rail system by adding the Midwest Regional Rail Initiative network and additional state-supported corridors to the region's existing passenger rail infrastructure.



MIPRC 2016 Annual Meeting
September 28 & 29, 2016
St. Louis, Missouri

MIPRC Colleges & Universities

Passenger Rail Survey

What, How & Results



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MIPRC Survey: What is it?

19,194 people at 30 schools across 9 states

75% students (90% of them full-time)

How often do they take a train?

Why, or why not take a train?

What would get them to take a train?



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MIPRC Survey: How was it done?

Committee on University Partnerships created at MIPRC 2013 Annual Meeting

- **Sen. David Pearce, Missouri (chair)**
- Chris Barkan, *University of Illinois*
- Kay Chase, *Michigan Assn. of Rail Passengers*
- Eric Curtit, *Missouri DOT*
- **Rex Duncan, Southern Illinois University**
- Ray Lang, *Amtrak*
- Paul Piekarski, *BLET*
- Dan Sommerville/Liz Treutel, *Michigan Environmental Council*
- Tim Hoeffner, *Michigan, MIPRC Chair (ex-officio)*
- Laura Kliewer/Jon Davis, *MIPRC staff*



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MIPRC Survey: How was it done?

2014: Survey, schools contact list developed

April 2015: Schools contacted for participation

*November 2015-February 2016: Surveys conducted
(a chance for a \$150 Amazon gift card was offered as an
incentive to complete the survey)*

February-March 2016: Results compiled, analyzed



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MIPRC Survey: Results & Release

- *Solid base: 23% have taken a train to/from school. Of them, 36% say passenger rail is a “very” or “extremely important” resource to be able to attend school.*
- *Growth potential: When asked why (and to mark all applicable answers), those who haven’t taken a train indicated inconvenient or no direct route (48%).*
- *24% said they don't know where/how to get the train near their school.*



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MIPRC Survey: Results & Release

- 68% agree passenger rail is important/very important to national transportation future.
- Asked what might get them on a train,
 - 44% said a station close to home;
 - 35% said more/better discounts;
 - 29% said info from school on how/where to get a train;
 - 28% said school-provided transportation to/from train station.



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MIPRC Survey: Results & Release

- *Education needed:* 88% are “somewhat” or “not at all” aware of federal role in funding, route/schedule decisions.
- *Willing Advocates:* Asked if they’re willing to advocate for passenger rail, 31% (5,992) said “yes” and provided an email address. Many joined our Thunderclap and follow MIPRC’s Twitter feed (@MW_Rail).



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MIPRC Survey: Results & Release

Respondents who had taken Amtrak recently were invited to take a supplemental survey about their experience; 1,597 did so. Among their answers:

- 71 percent said they enjoyed their experience or enjoyed it a lot.
- 70 percent said onboard WiFi availability is “very” or “extremely” important; 60 percent have used it during their rides.
- 55 percent said it’s “very” or “extremely” easy to get between school and an Amtrak station.
- 49 percent said their train arrived at destination later than scheduled (45 percent say their train arrived on time).



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MIPRC Survey: Results & Release

- *Results compiled for each school, each state, and the region as a whole. Schools were given results, with a customized press release.*
- *Results announced on April 14 via social media aggregator service Thunderclap. 206 people linked their Facebook or Twitter feeds to our message, giving us a potential audience of 185,106 people.*
- *All results, analysis available at MIPRC website:
<http://miprc.org/News/miprc-survey-finds-good-news-growth-potential-for-passenger-rail>*



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MIPRC Survey: Next steps

- As a result of the survey, Amtrak has taken steps to beef up its relationships with Midwestern colleges & universities in proximity to an Amtrak station.
- MIPRC is planning to hold a webinar, in conjunction with Amtrak, for marketing contacts at Midwestern colleges/universities, allowing them to share best practices on featuring Amtrak service to current/future students.
- Questions/Other Ideas?