



MIPRC Universities and Colleges Passenger Rail Survey Winona Area Results

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We all have a stake in **A**  **B**



Survey Background

- ▶ Midwest Interstate Passenger Rail Compact (MPIRC) is an interstate compact that promotes, coordinates and supports regional improvements to passenger rail services.
- ▶ Survey of 30 Colleges and Universities in the nine states that are members of the MIPRC, 3 in Minnesota.
- ▶ Views on current service, utilization rates and growth potential of students that are currently service by Amtrak intercity routes.
- ▶ Overall 19,100 students responded, 2,380 in Minnesota
- ▶ Between November 2015 and February 2016



Winona Survey Update

- ▶ In Late 2016, additional surveys were conducted at Minnesota State College– Southeast, Saint Mary's University of Minnesota and Winona State University
- ▶ 664 respondents were primarily students with some faculty and staff.
- ▶ Conducted online over a two week period



General findings

- ▶ 62% said they consider passenger rail service important or very important to the country's transportation future
- ▶ 55% said they would be more likely to take the train if more frequent service was available
- ▶ 41% have used Amtrak to travel to/from their college/university.
- ▶ 31% have their permanent residence on another state
- ▶ 11% consider Amtrak as their primary mode of transportation between their permanent residence and college/university



Other findings

- ▶ 41% stated they took the train at least once to/from Winona in the past 12 months. Of those:
 - 63% –rode once or twice
 - 19% –three to nine times
 - 17% –rode more than ten times
- ▶ Of those that have taken the train to/from school they did so because:
 - 37% –train was cheaper than other modes
 - 52% –don't own a car
 - 46% –more convenient and comfortable than flying or by bus.
- ▶ 65% of all respondents said they were somewhat likely to extremely likely to use Amtrak in the future

Note: The question asked to check all that apply



Other Findings (cont.)

- ▶ For those that have not used Amtrak:
 - 27% –there is not an Amtrak station near their home
 - 19% –there is not a direct route from near their home to Winona.
 - 19% –because of lack of Amtrak service near their home, too much travel time compared to preferred travel mode
 - 20% –departure/arrival times are not convenient
 - 15% –on time reliability
 - 14% –don't know how to buy a ticket
 - 17% –train ticket is too expensive

Note: The question asked to check all that apply



Opportunities

- ▶ Millennials are driving less, untapped market
- ▶ Need to increase information on Amtrak's student discount program and more information on how to take the train
- ▶ Increase frequencies and offer better departure/arrival times
- ▶ Travel connections between campus/home and the train station

Amtrak involvement and the second daily train can help address some of these issues.

