

Campus Recreational Program Communications

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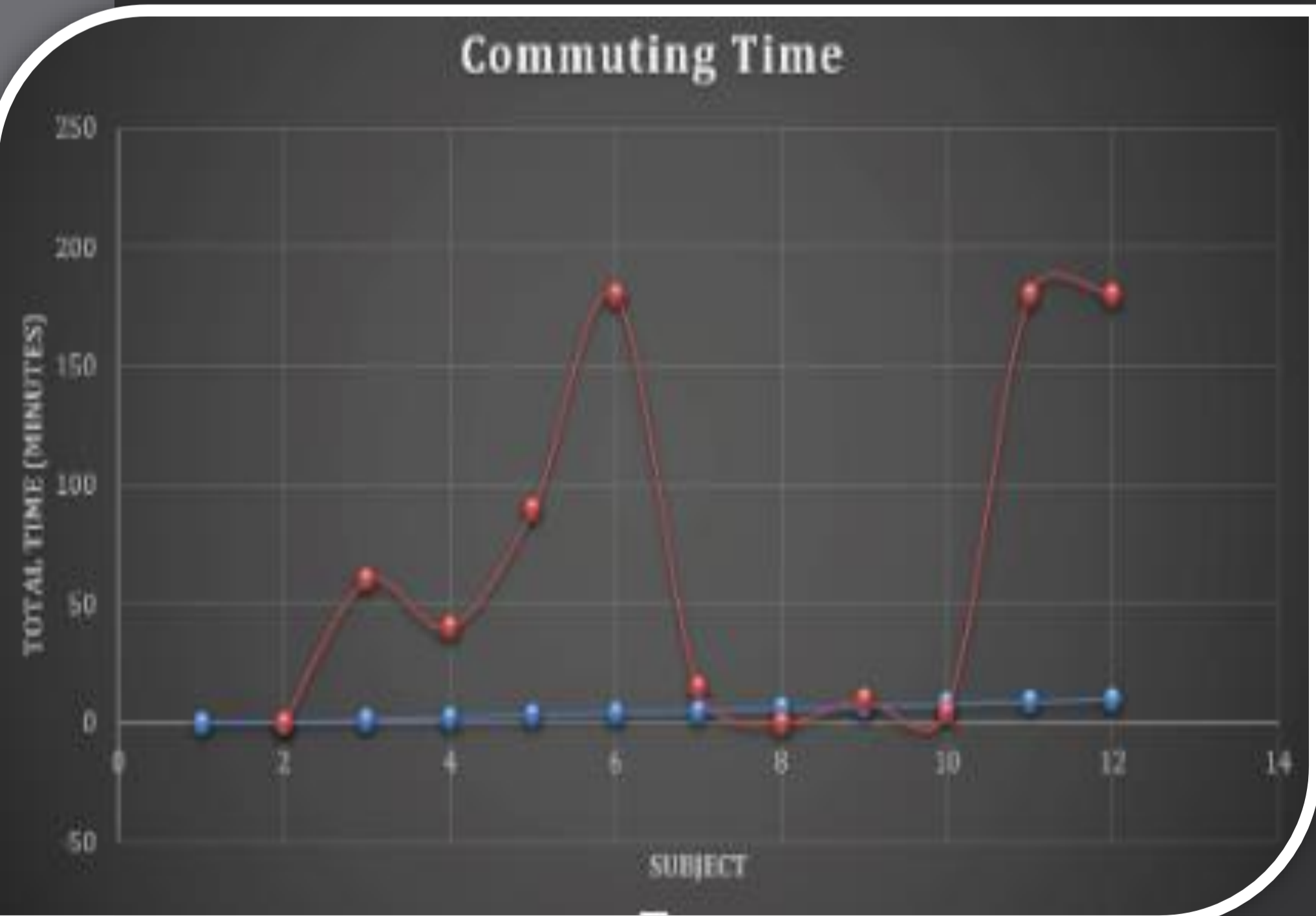
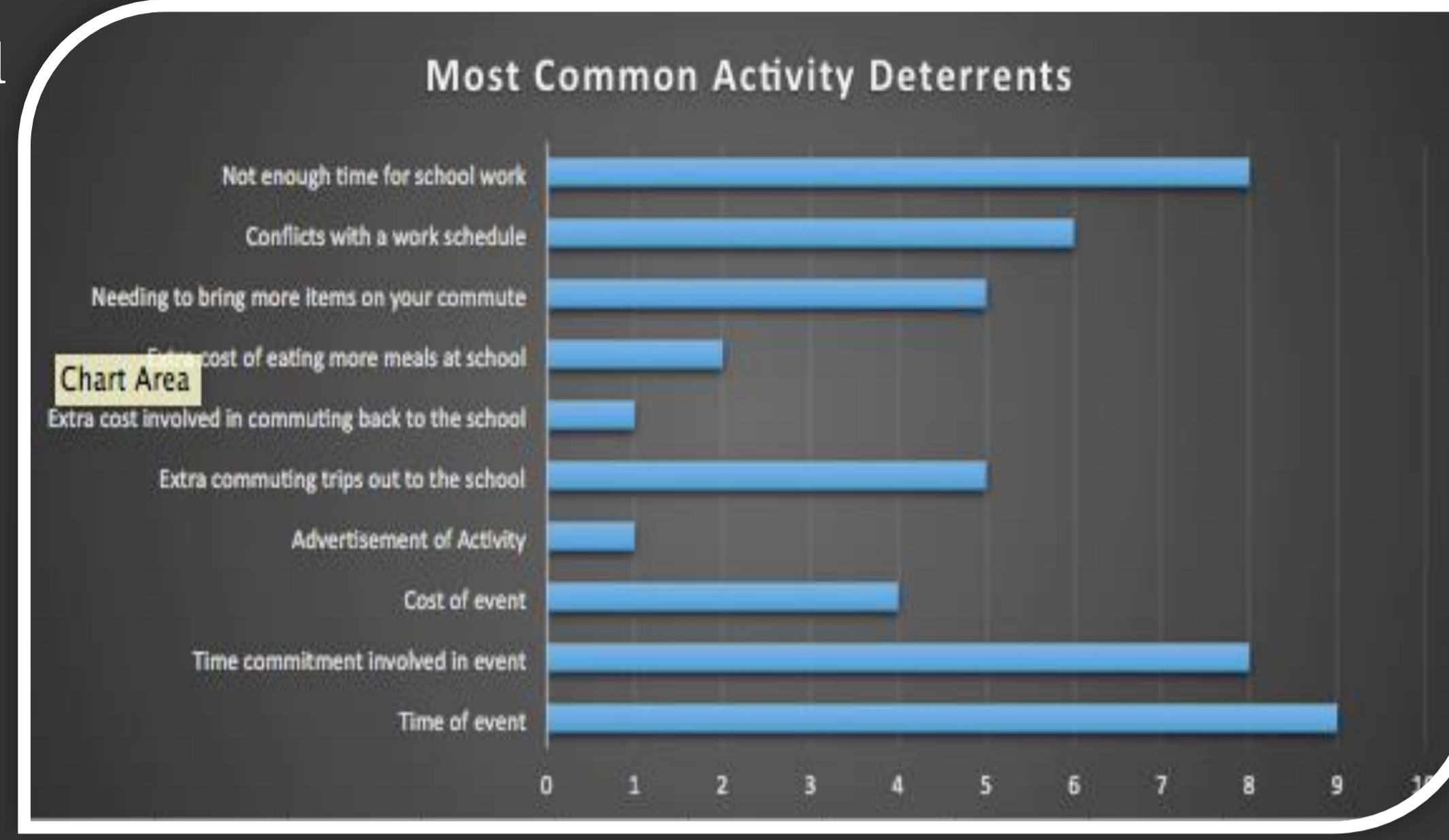
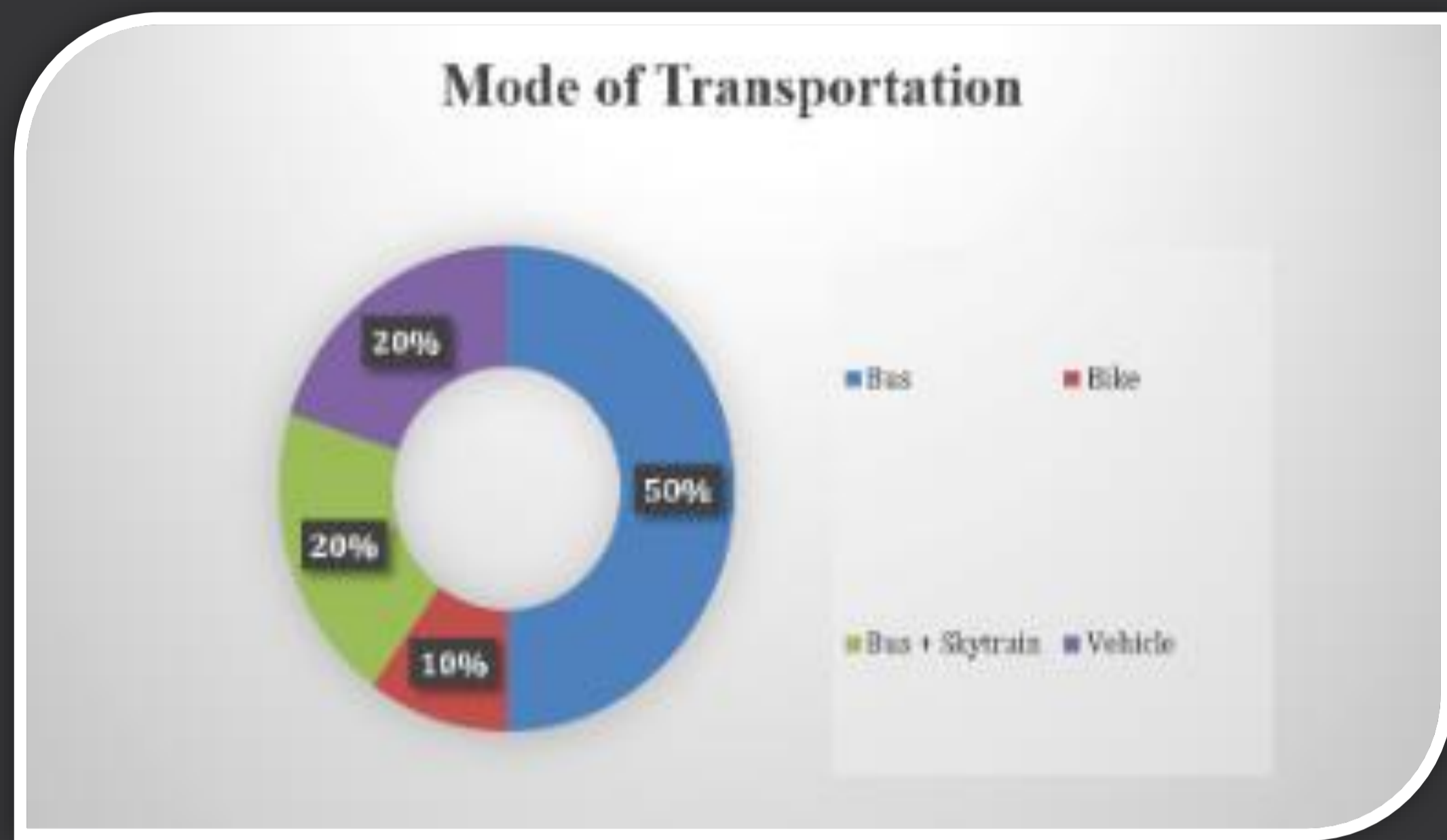
Purpose

Determine if time spent commuting is a large influencer regarding student's decisions to participate in recreational activities on UBC's Vancouver campus, or rather if it is due to communication techniques.

Commuting Factors

- After analyzing the data collected
- most students in this study spend an average of 76 minutes in transit a day (both directions)
 - commuting time was not only dependent on distance, but also class schedule and local traffic

The most common form of transportation used was bus. This can be correlated with accessible routes to get to campus, as well as costs that may be more attainable by students in comparison to other means of transportation.

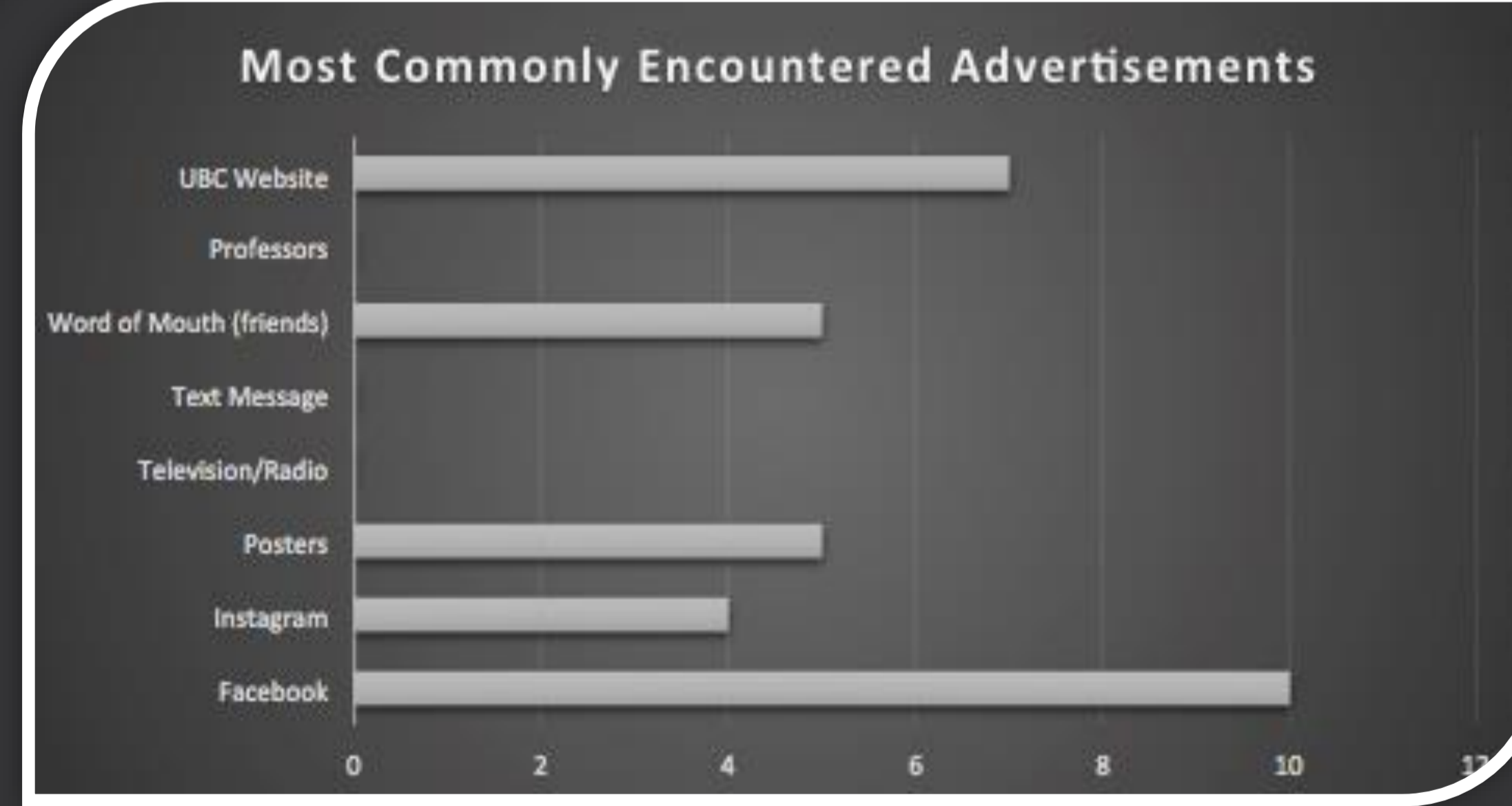


Deterrents

- The most common deterrents to participate in recreational activities are:
- being unable to attend due to the time of the activity,
 - how much time the activity requires in its duration (seasonal obligation)
 - Not enough time for their studies.
 - Requiring extra time to commute to campus on days with no classes

Communications

Most participants found out about recreational activities through Facebook platforms and the UBC website. Students said **convenience** plays a large role in potential participation.



Implications

Due to time constraints being a large factor in participation in recreational activities, we recommend providing more information about an activities' schedule, thereby reducing assumptions that one would not be able to participate.

“ I would like to continue to pursue an active lifestyle unhindered by my responsibilities.”