October 22, 2026

MustBus
LC Presentation

Co-Presidents:
Gemma Linton and Josephine Livak

AGENDA

01 Why are we presenting?

02 Our mission

03 How we run

04 Growth over the years

05 Conclusion

Why are we presenting?

1. **Give the SSMU a better understanding of the service we provide**

   As an ISG, we receive is no oversight from the SSMU. As a result, the SSMU does not know much about how we operate or the service we provide.

2. **Improve communication between SSMU and MustBus**

   Lack of communication between the SSMU and ISGs leads to mistrust and misunderstandings. We want to take the initiative to foster a stronger relationship with the SSMU going forward.

Our Mission



Provide McGill undergraduate students with *affordable*, *frequent*, and *engaging* trips

HOW WE RUN



01 TRIP SCHEDULE

Come up with a schedule of trips for the semester, including day trips, reading break trips, and overnight/all-inclusive trips.

02 CONTRACTS

Secure contracts with bus providers, activities (like apple picking), and hostels to provide discounts for reading break trips.

03 STUDENT FEE

Levy the student fee to subsidize the cost of tickets to make trips more affordable for students ($98 Toronto round trip!).

04 ADVERTISE TRIPS

Advertise trips on instagram and via our newsletter.

HOW WE RUN



05 SELL TICKETS

Organize ticket drops and handle questions, refunds, and resales.

06 RUN THE TRIPS

Send out an itinerary and add all passengers to a group chat, hire a volunteer for the trip, be on call during the trip if problems arise.

07 COLLECT FEEDBACK

Send out a feedback form to learn how the trip went and what could be improved.

08 REPEAT!

Do it all again the following semester.

Growth over the years

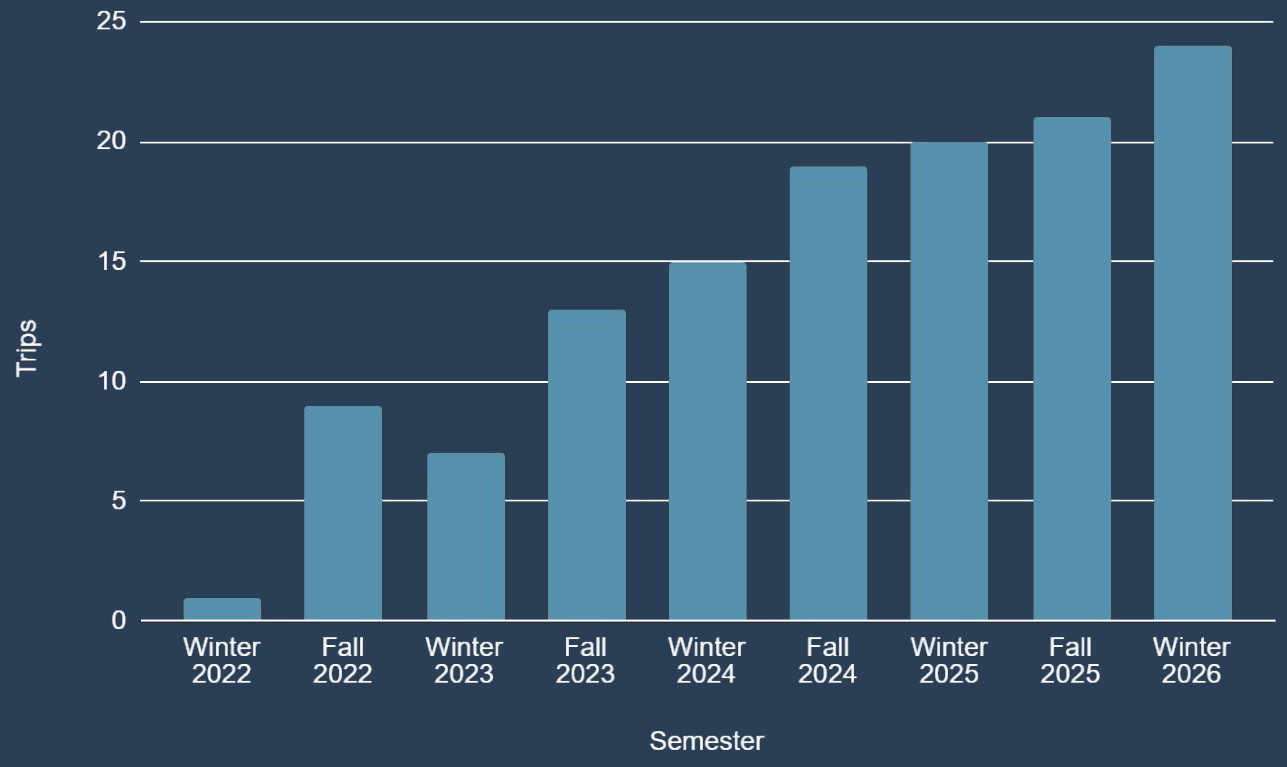
01 Trips

02 Passengers

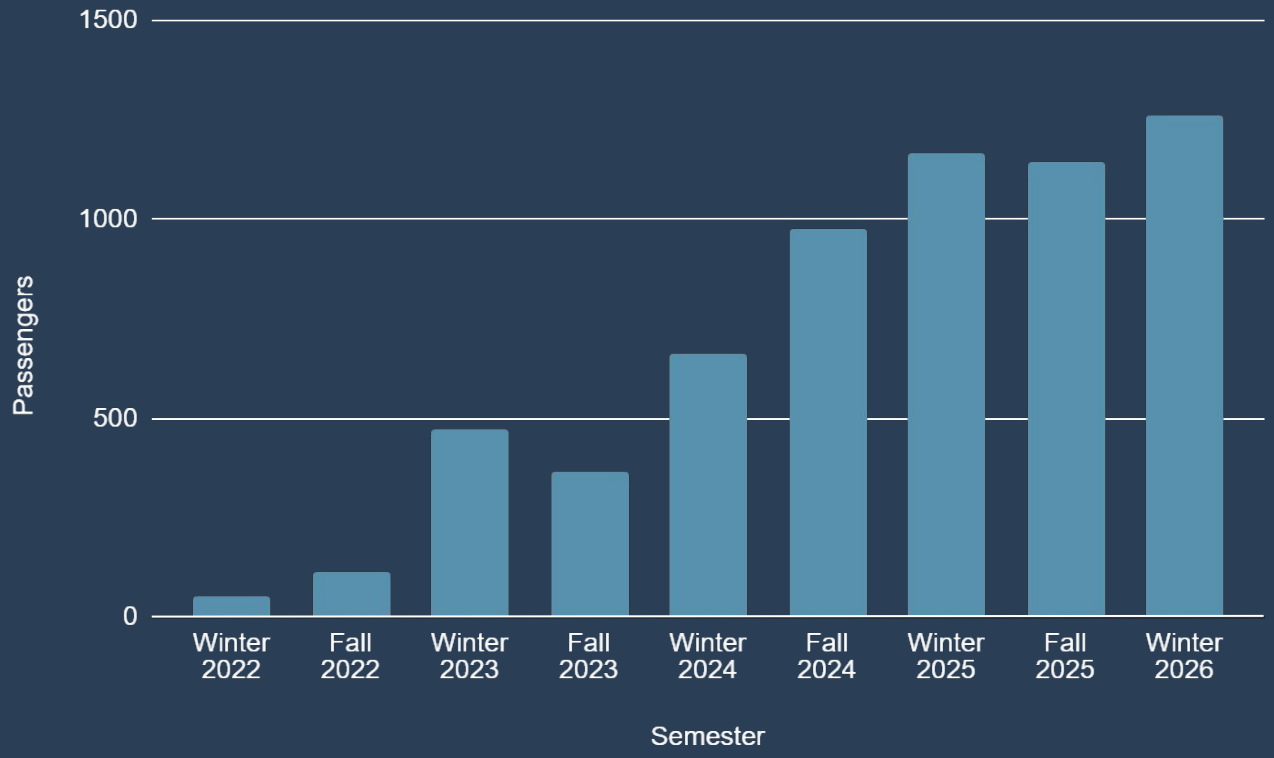
03 Subsidies

04 Ticket prices

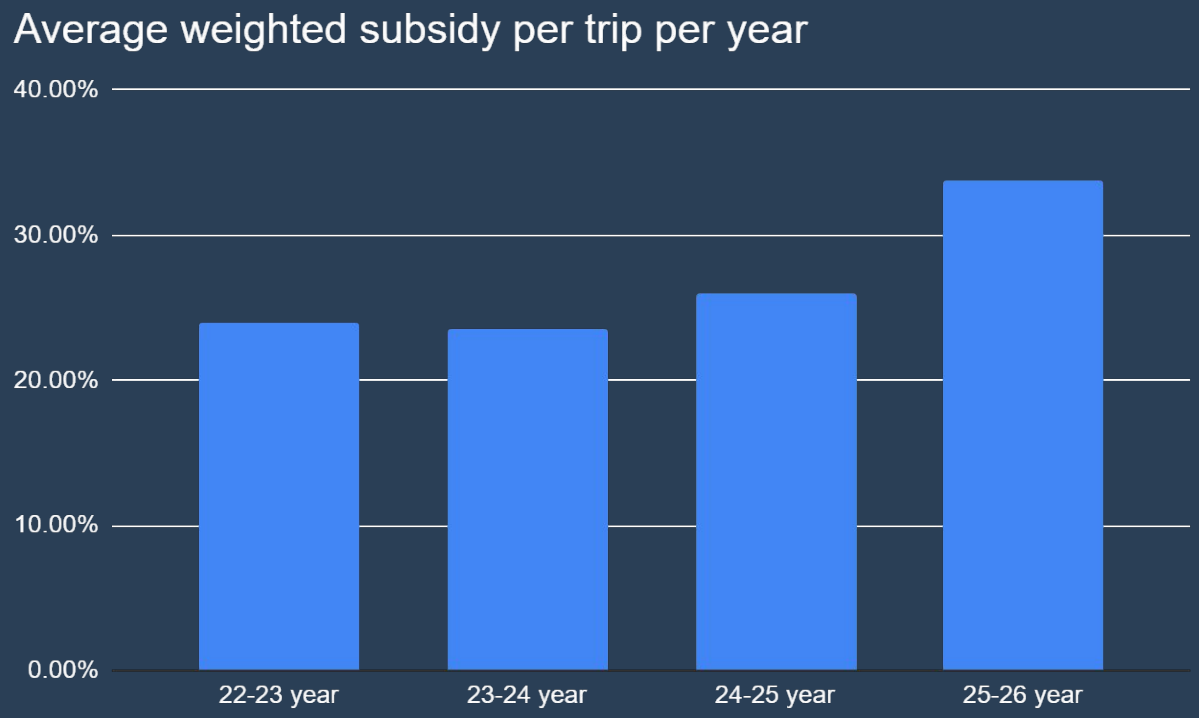
Number of trips by semester



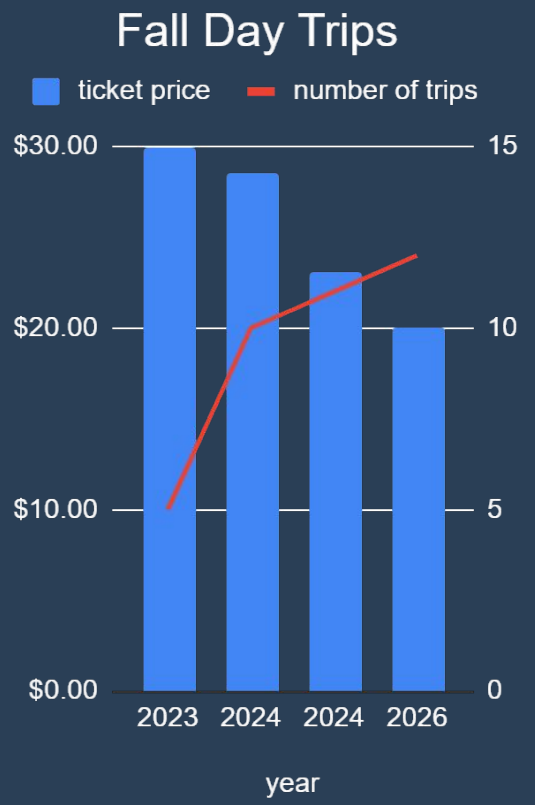
Number of passengers by semester

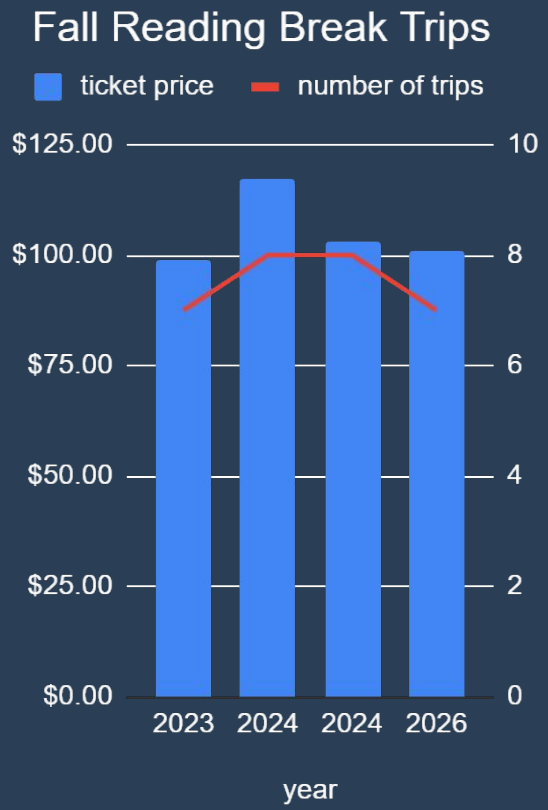


Subsidies


Average weighted subsidy per trip per year
40.00%
30.00%
20.00%
10.00%
0.00%
22-23 year
23-24 year
24-25 year
25-26 year

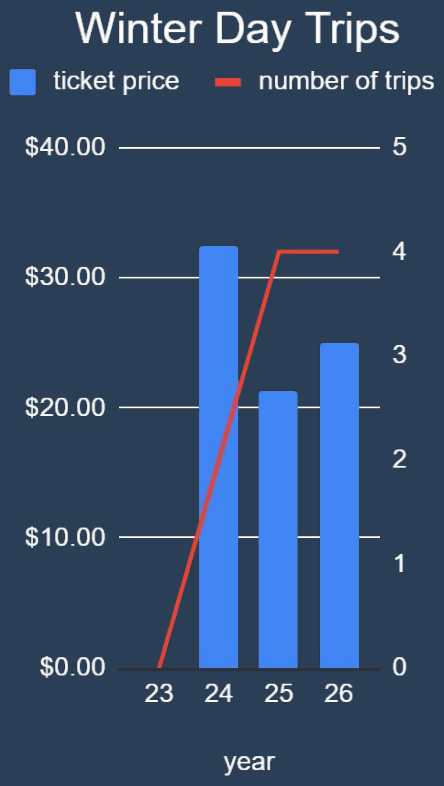
Fall ticket prices and number of trips





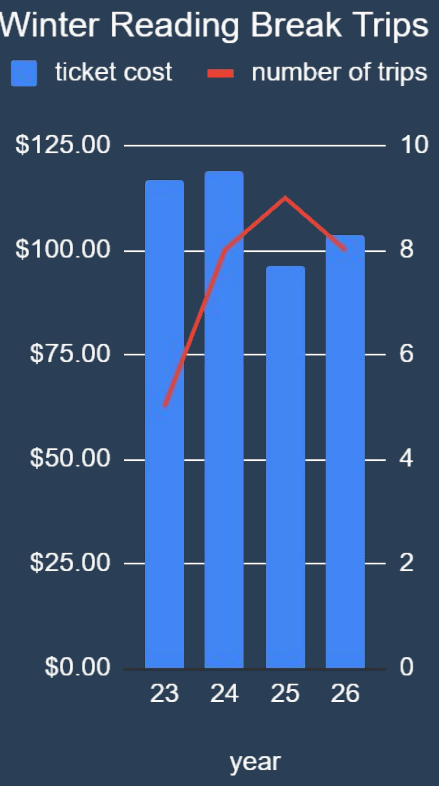
*the Boston short trip was cut Fall 2026 due to reading break being so short and diesel surcharges from bus providers.

Winter ticket prices and number of trips



*additional trips which included activities brought up the average price Winter 2026.





*Winter 2025 included Quebec City which brought down the average price. Quebec City was cut this year due to low ridership.

Conclusion

We would like to better define our relationship with the SSMU going forward.

1. What responsibilities does the SSMU hold relative to us (and ISGs in general)?

2. How do we create better channels of communication and oversight (yearly check-ins, financial reports, etc)?

Thank you for listening!



Any questions?