



Transportation District Passenger Survey Report - Excerpt

Submitted: June 2008

[Note: Ellipses below indicate missing sections]

Executive Summary

The Transportation District (TD) contracted with Feed-back.com (F-B) to conduct a bus passenger survey. From April 11th through May 7th, 2008, F-B conducted surveys with bus passengers following TD's criteria.

The "core" project involved the same basic components used in previous surveys. The goal for this project was to survey 600 passengers on TD's six routes, according to each route's percentage of total ridership in 2006 - 2007.

Surveys were conducted over four weeks by six surveyors. This document analyzes the data comparatively (with past findings), individually, and relationally.

Selected Highlights¹

- 77% of the passenger survey pool was between the ages of 19 and 64
- 63% did not have a valid driver's license
- 36% reported annual income of less than \$15,000
- 72% walked to catch the bus
- 66% boarded at a bus stop
- 57% reached the bus in less than five minutes, and 55% reached their final destination within five minutes after departing from the bus
- 29% used the bus to get to work

¹ Approximate percentages due to rounding

- 79% used the bus three to five days per week
- 50% used the bus five days per week
- 34% would not have made the trip if bus service were not available

The following relationships among the data were identified in both the 2005 and 2008 passenger surveys (Section 6):

- Passengers using the bus for work purposes were more likely to have higher annual incomes.
- Passengers with higher annual incomes were more likely to have valid driver's licenses.
- Passengers in the 65+ age category were most likely to be using the bus for recreational, shopping, or "visiting" purposes.
- The youngest passengers (10-18) tended to be using the bus to get to and from school, while those aged 19 – 64 were more likely to be using the bus to get to work.

The survey did not reveal substantial differences between routes, although a few unique characteristics were observed (see Section 7.0).

Comments from Passengers

At the end of each survey, passengers were asked if they had any comments. Passengers were quite consistent in requesting weekend service, extended hours, and "bringing back" the East Medford route. Weekend service was the most frequent request. Many V.A. Domiciliary residents felt ridership would be high if weekend bus service were available.

Numerous passengers expressed great appreciation for the bus system. The majority praised TD's bus drivers for their driving skills, friendliness, and the help they consistently provide to riders.

General Impressions

TD provides an indispensable service. Most people who use the bus seem dependent upon it. They often do not have alternatives to taking the bus. Most use the bus from three to five days per week, and it is a routine part of their lives.

The majority of surveyed passengers travel less than five minutes to board and/or depart from buses. This strongly suggests that convenience is an important component in bus usage. Other data suggest that individuals with lower annual incomes are the primary demographic group using the bus system.

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6.0 Relationships Among The Data

6.1 Income

Following the example set in the 2005 Passenger Survey, efforts were made to evaluate raw data to determine if reasonable correlations could be made between respondents' demographic, socioeconomic, and other characteristics (e.g., purpose of trip). The methodology involved

generating a sub-set of data that included both characteristics (e.g., "income" and "valid driver's license"). Those data were then analyzed.

In some cases, the 2008 survey generated similar results as were found in 2005. In other cases, the survey data were too disparate or incomplete to derive meaningful relationships for the category combinations used in the 2005 Passenger Survey report. A review was made to select only the most informative relationships identified in the 2005 report. Those assessments that generated readily identifiable patterns or trends are described below.

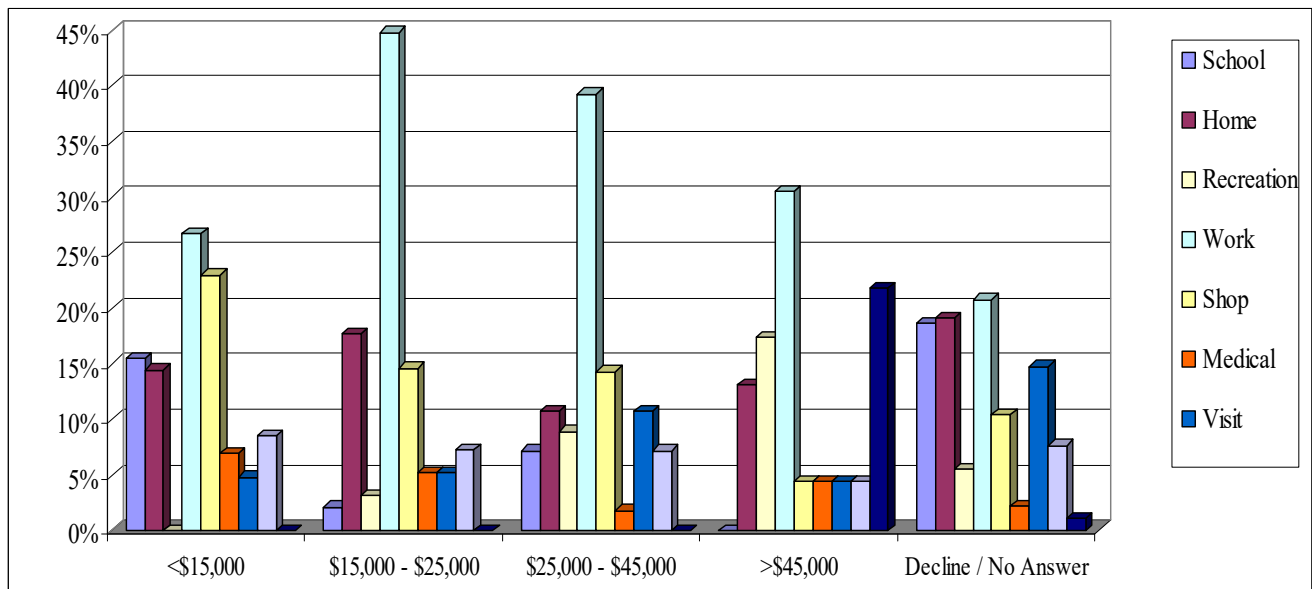
[Note: As noted previously, quite a large portion of the survey pool did not answer the annual income question. Respondents' reluctance to discuss income may therefore invalidate relationships among the data in the following analysis.]

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6.1.3 Income and Purpose for Trip

In the 2008 Passenger Survey, respondents across all income brackets used the bus primarily to get to and from work (approximately 20% to 45%). Shopping was the next most consistently mentioned category among all survey participants (approximately 10% to 22%).

Income and Purpose of Trip — 2008 Passenger Survey



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6.2 Purpose of Trip

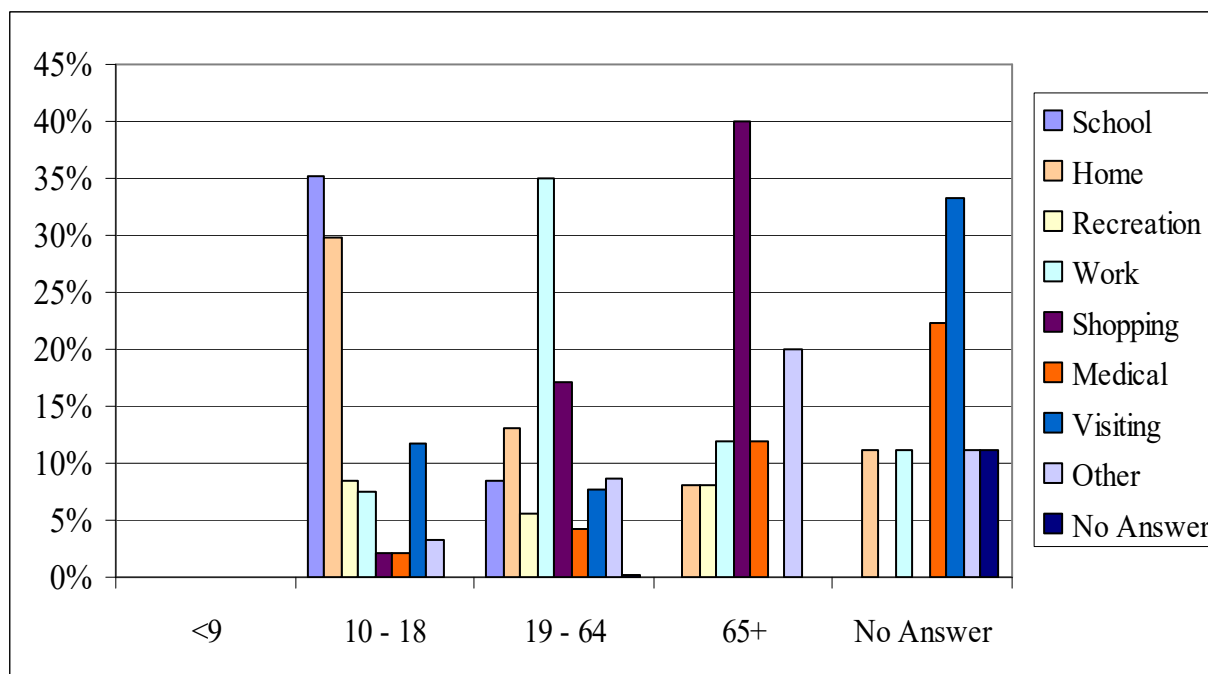
As shown in Section 4.0, passengers are generally riding the bus to go to work, shop, and school. Many also do chores such as banking, get to appointments, etc. Addition of the "visiting"

category to the 2008 survey instrument revealed that many survey respondents used the bus to travel to go to meet friends.

6.2.1 Purpose of Trip and Age

Survey respondents disclosed a variety of reasons for making their bus trips, and differences by age group are shown in the following graph. Individuals in the 10 to 18 age group were typically going to and from home and school, while those in the 19 to 64 bracket used the bus to get to and from home and work. The largest percentage of seniors reported using the bus for shopping. [Note: Only one rider was under nine years of age, so that age group category was eliminated from the following analysis.]

Purpose of Trip and Age — 2008 Passenger Survey



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