



# Agency Client Survey Results

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## INTRODUCTION

This chapter provides the analysis of data collected through surveys from various social service agency clients within Boone County. Surveys were distributed to social service agencies who then distributed surveys to their clients. The questionnaire was provided in English and is provided in Appendix L. A total of 35 identified agencies responded—with a total of 1,021 responses from their clients. Information is provided about demographics, trip characteristics, travel patterns, needs, and service characteristics that influence social service agency clients to use public transportation. Survey data in the planning and coordination process help to gauge the effectiveness of the current system and identify how the public perceives the system. Responses from the usable questionnaires were entered into a database, and an analysis was performed in a spreadsheet program. The responses are summarized in the following sections.

This survey was administered by the various agencies. The respondents do not make up a representative sample of all agency clients. However, the responses do reflect the input of many clients and may be used to reflect the transportation needs of those clients. The results should not be used to represent all agency clients.

## DEMOGRAPHIC CHARACTERISTICS

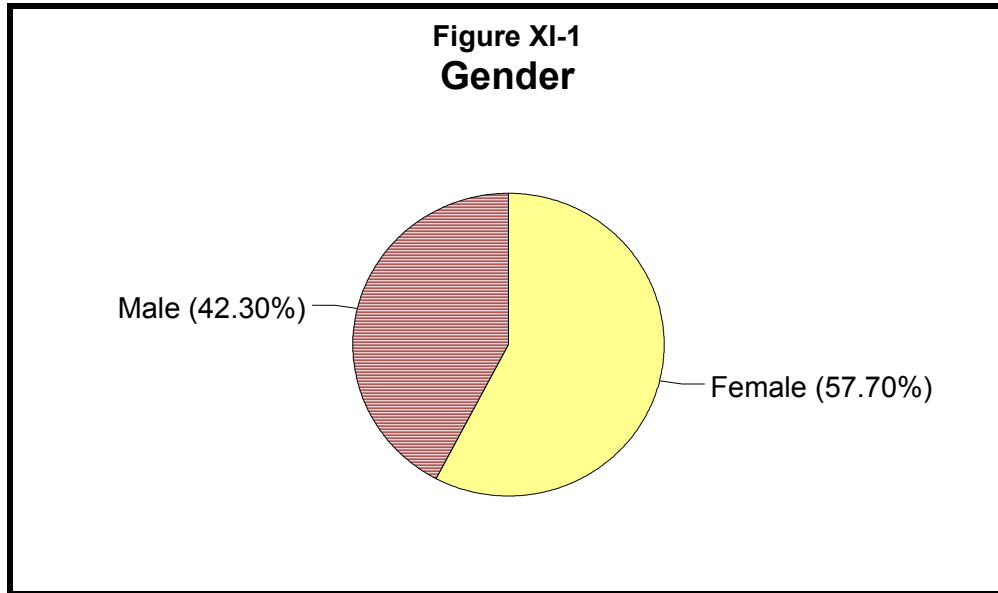
There were a number of questions asked to determine demographic characteristics of agency clients. The surveys received from the various agencies are shown in Table XI-1. Please note that some respondents did not identify the agency or organization they belonged to and thus were listed under “unidentified agencies.”

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<b>Table XI-1 Number of Respondents by Agency</b>		
<b>Name of Social Service Agency</b>	<b>No. of Responses</b>	<b>Percent of Responses</b>
Boone County Family Resources (BCFR)	125	12%
Phoenix Program	89	9%
Green Mountain Clinic	74	7%
Meals on Wheels	69	7%
Central Missouri Area Agency on Aging (CMAAA)	56	5%
Family Health Center	51	5%
Family Support Division (FSD)	49	5%
Reality House	47	5%
McCambridge Center Family Program	39	4%
Harbor House	34	3%
Stork's Nest	23	2%
Voluntary Action Center (VAC)	23	2%
Missouri Probation and Parole	22	2%
Human Development Corporation (CHCHDC)	20	2%
Job Point Central - Wilkes Center	19	2%
Medicaid D Seminar/ Signup	16	2%
Home Care of Mid-Missouri	15	1%
Columbia Senior Center	15	1%
Flu Shot Clinic (Health Department)	14	1%
Flu Shot Clinic (Healthcare Connection)	11	1%
Centralia Senior Center	11	1%
Help at Home, Inc.	10	1%
Ashland Senior Center	10	1%
Boone County Public Administrator	10	1%
Ashland Health Care	9	1%
Division Workforce Development (DWD)	9	1%
Oak Towers	8	1%
Columbia Housing Authority (CHA)	7	1%
Central Missouri Food Bank	6	1%
Brain Injury Support Group	5	<1%
Alzheimers Association	5	<1%
Comprehensive Human Services (CHS) - The Shelter	3	<1%
Healthcare Connection	3	<1%
Boone Hospital Center	2	<1%
Columbia Health Department	1	<1%
Unidentified Agencies**	112	11%
<b>Total</b>	<b>1,022</b>	
**Note: Clients that did not identify with a specific agency or organization were listed under the category "Unidentified Agencies."		

### Age and Gender

The average age of the respondents was 48 years, ranging from 13 to 96 years. Age 27 was the most frequent age of the respondents. Fifty-eight (58) percent of the respondents were females and 42 percent were males, as illustrated in Figure XI-1.



### Vehicle Availability and Licensed Driver

Lack of a private vehicle or the inability to drive influence people to use public transportation. This comparison provides an indication of the number of *potential choice riders* compared to those who are *transit-dependent*. Potential choice riders refer to those respondents that have a personal vehicle and a driver's license and may choose to use transit.

Figure XI-2 shows the proportion of respondents who are licensed drivers. Licensed drivers made up a higher percentage of respondents, with 64 percent having a license to operate a car.

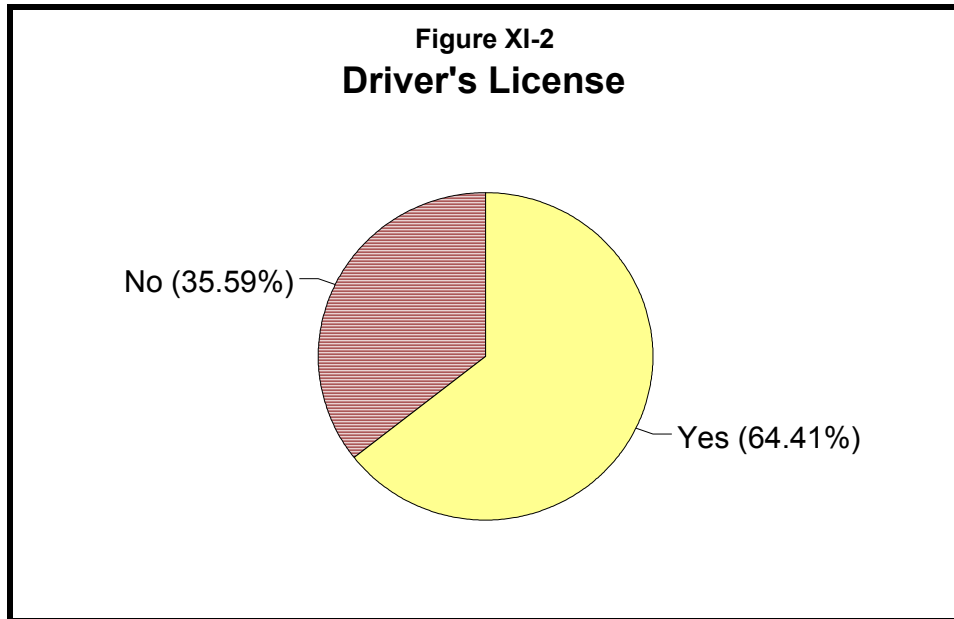
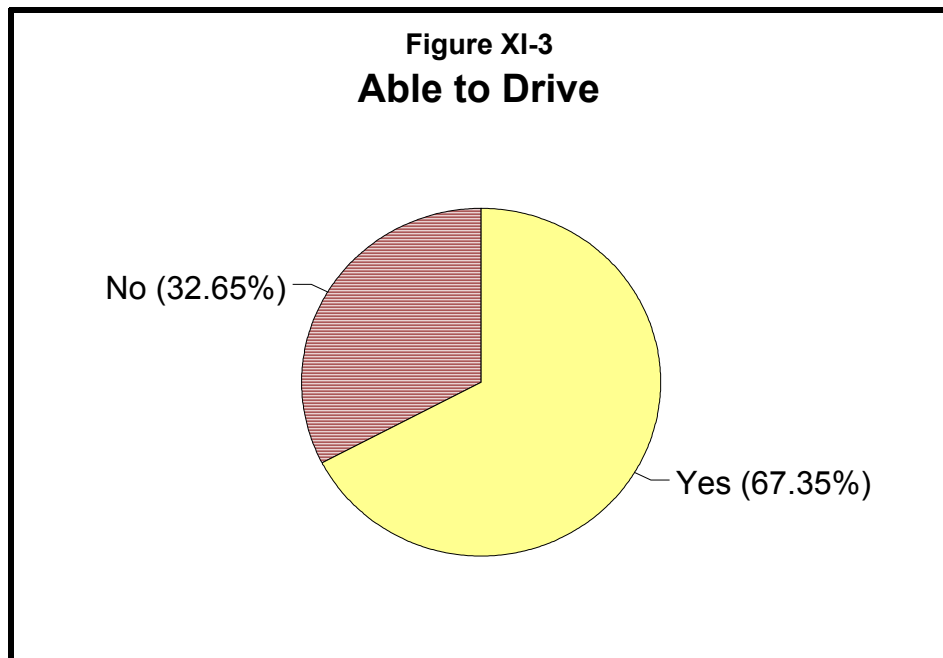


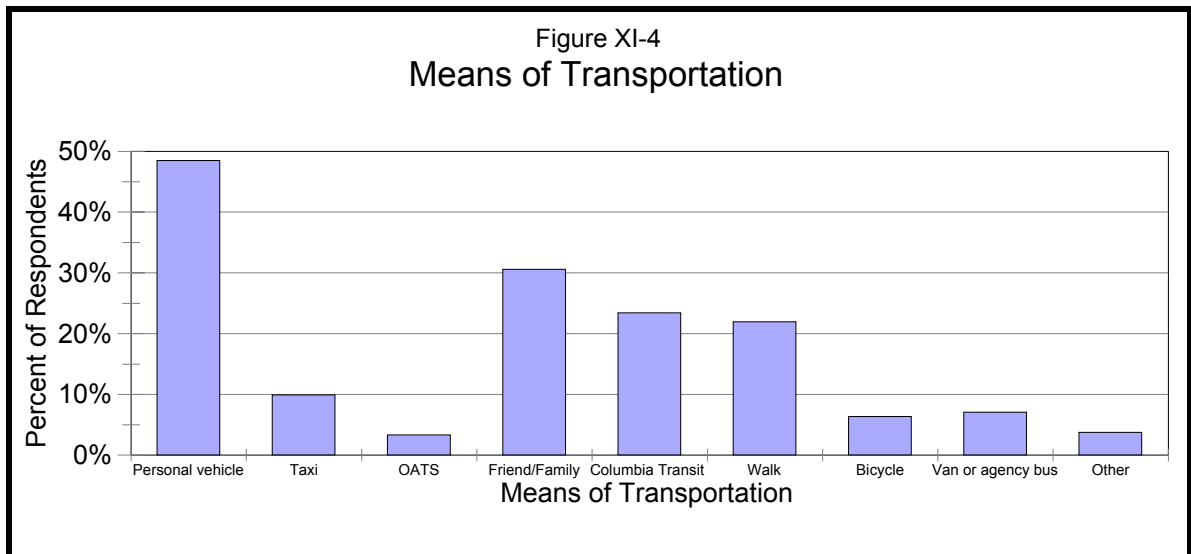
Figure XI-3 shows the proportion of respondents who are able to drive. Sixty-seven (67) percent of the respondents are able to drive.



Approximately 27 percent of the respondents do not have a license and are not able to drive.

### Means of Transportation

Social service agency clients were asked the means of transportation they used—Taxi, OATS, Columbia Transit, van or bus provided by an agency, walking, riding a bike, driving a private auto, using a friend or a family vehicle, or other means. The means of transportation used are shown in Figure XI-4. Approximately 48 percent of the respondents reported that they used a private auto, which indicates the number of respondents who are potential *choice riders*, followed by 31 percent who said they use a friend or a family vehicle and 23 percent who reported that they use Columbia Transit.



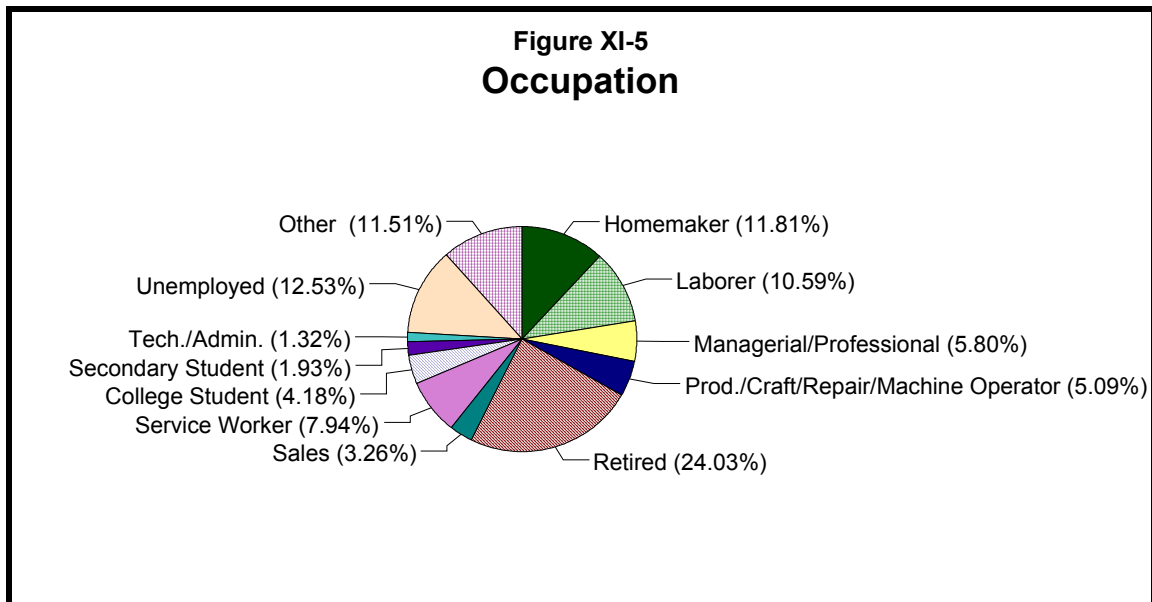
Another approach to determine the percentage of those who may be transit-dependent is a cross-tabulation on the question regarding whether they had a driver’s license and the general means of transportation used was a personal vehicle. Table XI-2 shows the comparison. Thirty-three percent of respondents (323 respondents) did not have a personal vehicle or a driver’s license. Thus, this percentage represents respondents who are *truly transit-dependent*. In addition, another 18 percent have a license, but do not use a personal vehicle and may be transit-dependent for some of their transportation needs. On the other hand, 46 percent of the respondents (453 respondents) are *potential choice riders* as they have a driver’s license, they use a personal vehicle as their general mode of transportation, and may choose to use transit.

Table XI-2 Number of Respondents who use a Personal Vehicle by Driver's License		
Personal Vehicle	Driver's License	
	Yes	No
Yes	46%	2%
No	18%	33%

*Note: LSC Social Service Agency Survey, 2006.*

## Occupation

The survey asked respondents to indicate their occupation. The results are shown in Figure XI-5. Respondents represent a broad spectrum of occupations. The highest responses were from those who indicated “Retired” as their occupation, with 24 percent of the responses. The next highest responses were from those who indicated being unemployed (13 percent) followed by occupations such as homemaker and “Other”—which did not fall into any of the predefined categories—each representing approximately 12 percent of the respondents. A closer look at respondents who reported that they belonged in the “Other” occupational category wrote in that they were disabled. Many of these should be considered as unemployed.



## **COMMUTE PATTERNS**

The survey asked respondents to indicate the city in which they lived and worked, along with their zip codes so commute patterns might be assessed. As an indication of travel demand patterns, the city of residence was cross-tabulated with the city of employment. Table XI-3 shows the commute matrix of where people live and work. Most of the commute patterns are within the City of Columbia (314 responses) with a few respondents who live in Hallsville and work in Columbia (6 responses).

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**Table XI-3  
Commute Matrix**

City of Work																	
City of Residence	Ashland	Boonville	Brookfield	Cairo	Centralia	Clark	Columbia	Fulton	Hermann	Jefferson	Maberly	Madison	Moberly	Mt. Grove	Prathersville	Unionville	Whiteman AFB
Adrian																	
Ashland	2						3										
Atlanta, MO																	
Auxvasse																	
Boonville		3					2										
Cairo				1													
Centralia					1		2										
Clark						1											
Columbia	1		1				314	1		4	1	1	3		1		
Crystal City																	
Elsberry																	
Fayette		1					1										
Franklin																	
Freeburg																	
Fulton								1									
Hallsville							6										
Harrisburg							2										
Hartsburg							1										
Hermann									1								
Higginsville							1										
Holts Summit																	
Jefferson City							3			1							
Kansas City																	
Knob Noster																	1
Marshall							1										
Meta																	
Mexico																	
Moberly							1						1				
Mt. Grove														1			
New Bloomfield																	
New Franklin		1															
Plato																	
Pollock																1	
Prairie Home																	
Rocheport																	
Rural Hallsville							2										
Shelbina																	
St. Louis							1										
Sturgeon																	
Sturgess																	
Windsor																	

Note: LSC Social Service Agency Client Survey, 2006

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## TRIP CHARACTERISTICS

### Trip Purpose of Using Transit

Respondents were also asked to indicate the most frequent trip purpose for riding transit. Trip purposes are shown in Table XI-4. The most common trip purpose was medical (reported by 34 percent of the respondents). The second most common purpose was to and from work (32 percent) followed by shopping (29 percent).

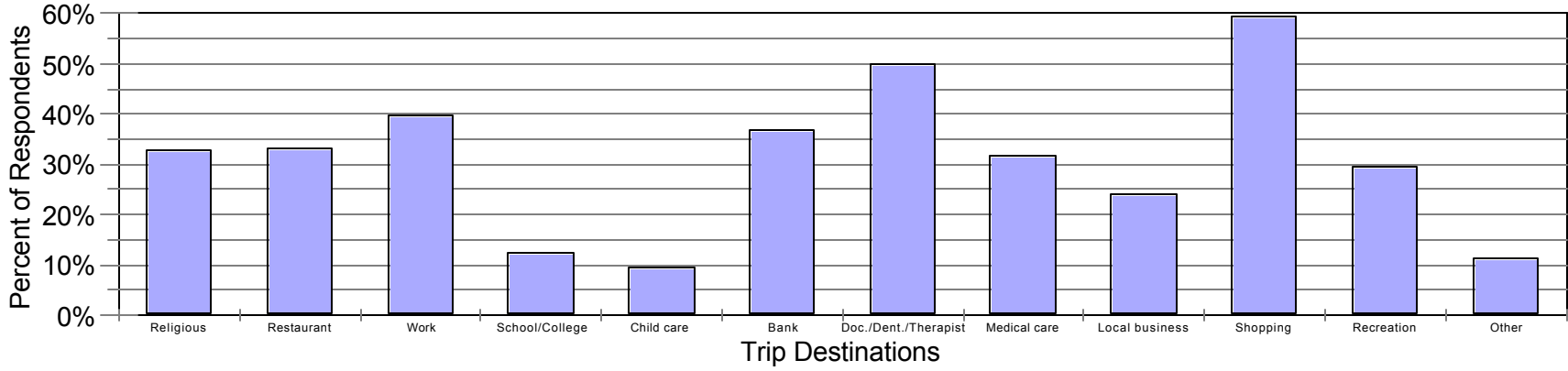
Trip Purpose of Using Transit	Responses	Percent of Respondents
Medical	349	34%
Work	323	32%
Social	160	16%
Recreation	152	15%
Shopping	297	29%
Get Home	0	0%
Other	94	9%

*Source: LSC Social Service Agency Client Survey, 2006.*

### Common Trip Destinations

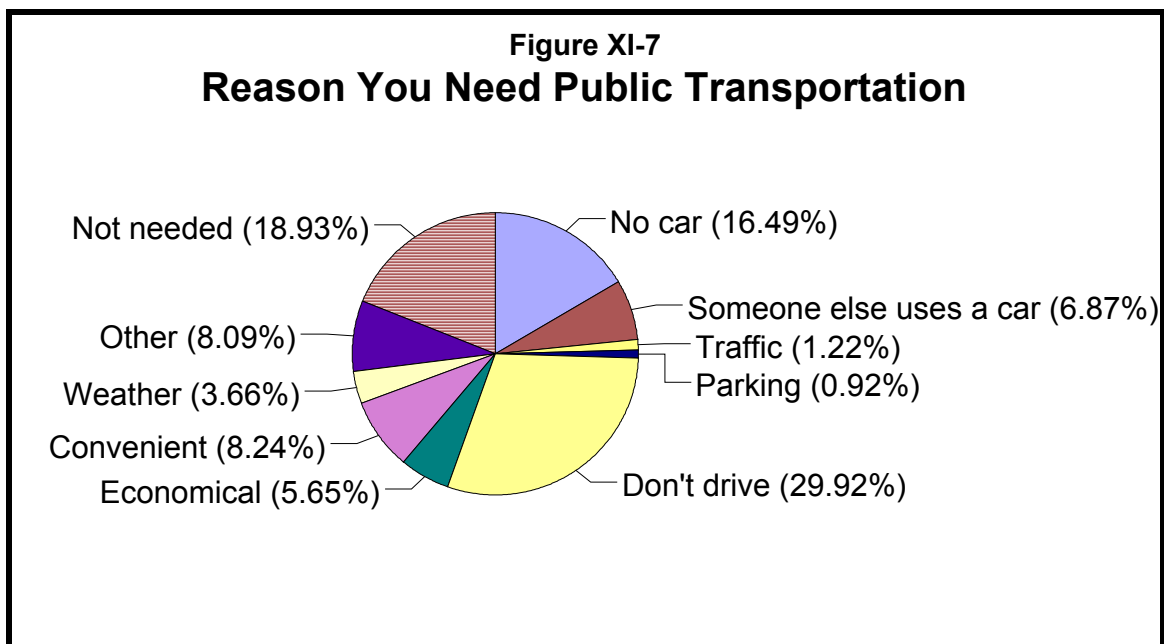
The survey asked the type of common trip destinations made during an average week. There was a wide range of trip purposes reported as shown in Figure XI-6. “Shopping trips” was reported by 60 percent of the respondents followed by trips taken to a doctor, dentist or therapist (50 percent). Work trips accounted for 40 percent of the total responses.

**Figure XI-6  
Common Trip Destinations**



### Reason for Public Transportation

The survey asked respondents the most important reason they needed public transportation. The top reasons for requiring public transportation were respondents who did not drive (30 percent), did not need transportation (19 percent), and that did not have a car (16 percent). Figure XI-7 shows the information. Twenty percent of responses (129 responses) were possible choice riders who chose public transportation because of convenience, economical reasons, traffic, weather, or parking reasons. On the other hand, 53 percent of the respondents (349 responses) may be possible transit-dependent riders who use transit because of reasons such as the family does not own a car, someone else uses the car, or they do not drive.



### Important Service Characteristics

The survey asked respondents to rate each characteristic that influenced their decision to use public transportation. The categories separated into four rankings —not important, desirable, important, and very important. The average response was then calculated for each attribute. The middle point of responses would be 2.5, so an average score of 3.0 or higher would indicate service characteristics important in the decision to use public transportation. The responses are shown in Table XI-5.

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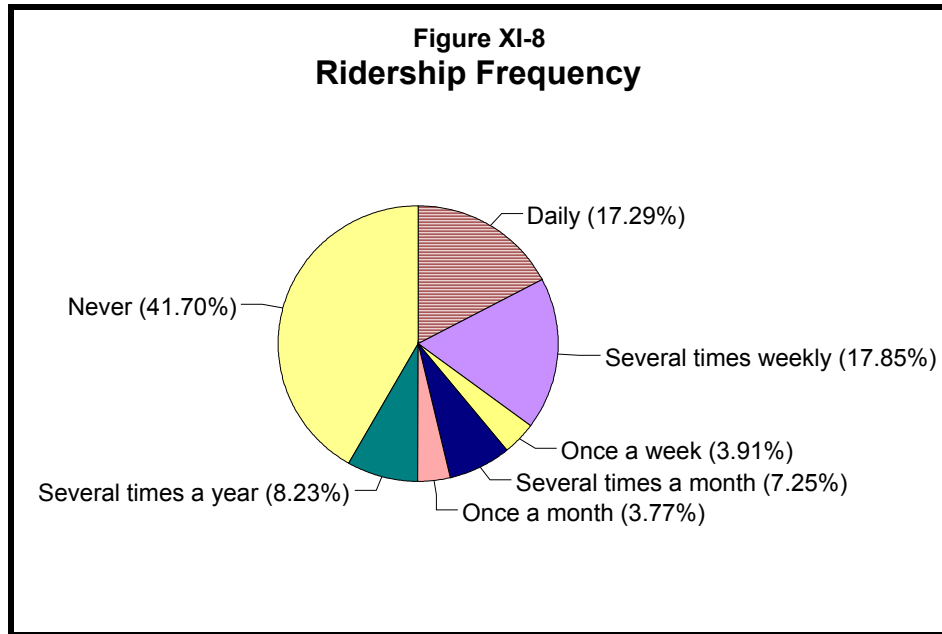
All characteristics were scored positively and were ranked higher than average, except service from a park-and-ride lot to work, employers pay part of the cost, and service every few hours. Guaranteed ride home and service close to home were ranked the highest by respondents followed by flexibility in scheduling trips, clean buses, and service from home to work. Passengers were asked to list other characteristics that they thought would be important in their decision to use public transportation. These include handicap accessibility and assistance, nice drivers, safety using transportation, and weather-friendly bus stops.

<b>Table XI-5 Characteristics That Influence Public Transportation (ranked in descending order)</b>	
<b>Attributes</b>	<b>Average Score</b>
Guaranteed ride home	3.4
Service close to home	3.3
Flexibility in scheduling trips	3.2
Clean buses	3.1
Service from home to work	3.0
Weekend service	3.0
Evening service	2.9
Service twice a day	2.7
Service every half-hour	2.7
Service every hour	2.7
Accept different forms of payment	2.6
Attractive buses	2.5
Express service	2.5
Service every few hours	2.4
Employer pays part of the cost	2.3
Service from park-and-ride lot to work	2.1

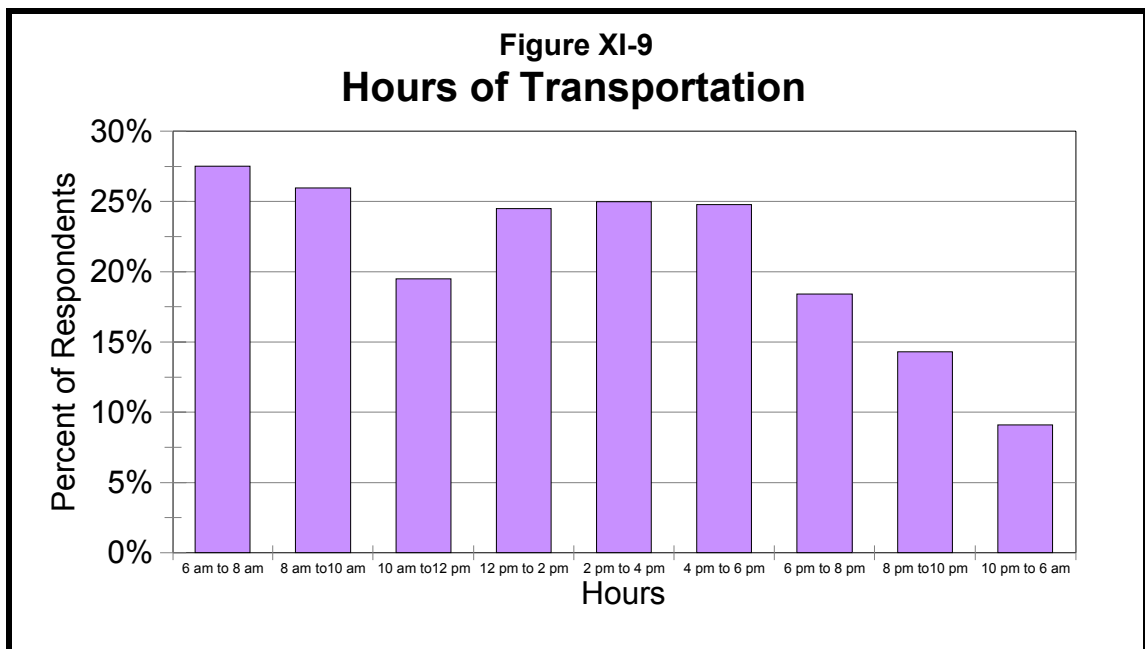
*Source: LSC Social Service Agency Client Survey, 2006.*

### Ridership Frequency

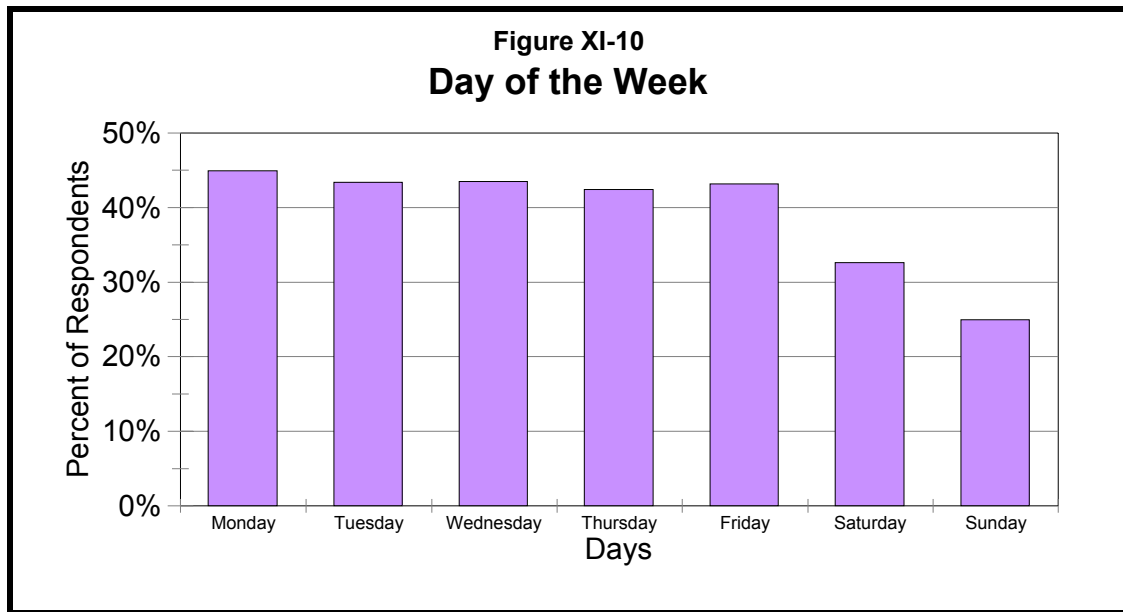
The survey asked respondents how often they used public transportation. Figure XI-8 shows the responses. Approximately 42 percent of the respondents (299 responses) reported that they never used public transportation, while 18 percent (128 responses) use the service several times weekly and 17 percent (124 responses) use the service daily.



Respondents were asked to select the hours that they most needed transportation. The responses were fairly split among the various hours listed. Results are shown in Figure XI-9. As shown in the figure, the hours of transportation most needed ranged from 6:00 to 10:00 a.m., slightly decreased from 10:00 a.m to 12 noon, and then increased from 12 noon to 6:00 p.m. The need for transportation after 6:00 p.m. onward to 6:00 a.m. decreases from 10 percent to 5 percent.

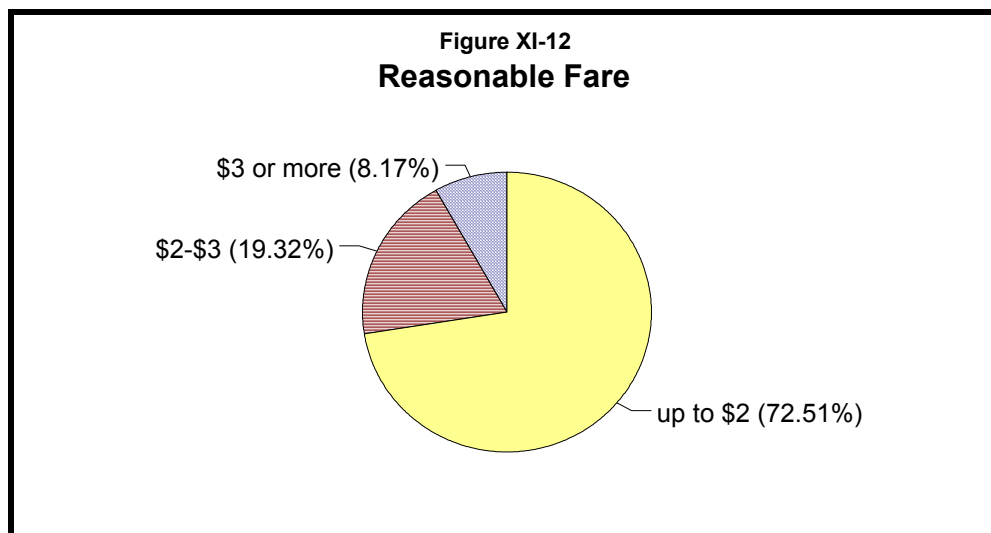
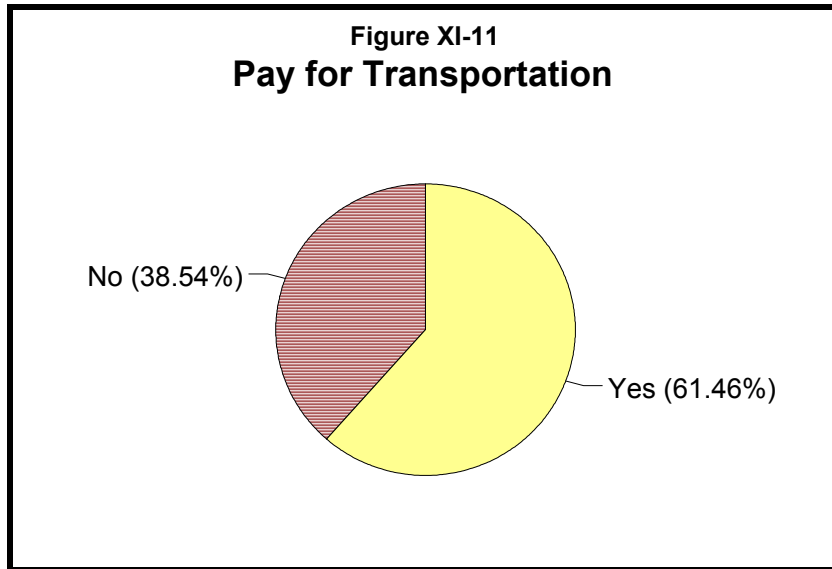


Respondents were also asked the days of the week that they needed public transportation. The responses were fairly evenly distributed among the various days of the week listed. Figure XI-10 shows the responses. As shown in the figure, Sundays showed the lowest need for transportation (25 percent) followed by Saturdays (33 percent).



## FARE INFORMATION

The survey asked respondents to indicate their willingness to ride if a fare was charged and what would be a reasonable fare for a one-way trip. Figure XI-11 shows the willingness of passengers to ride if a fare was charged. Approximately 61 percent said they would ride if a fare was charged. The responses to the amount of a reasonable fare are shown in Figure XI-12. Seventy-three (73) percent of the responses indicated that an amount up to \$2 was a reasonable fare.



## TRANSPORTATION DEMAND

Identifying transportation needs within a community is an important factor for coordinating and creating an efficient public transportation. The need to travel exists whether or not passenger transportation is available. This information was identified based on the surveys received from the clients of the various social service agencies.

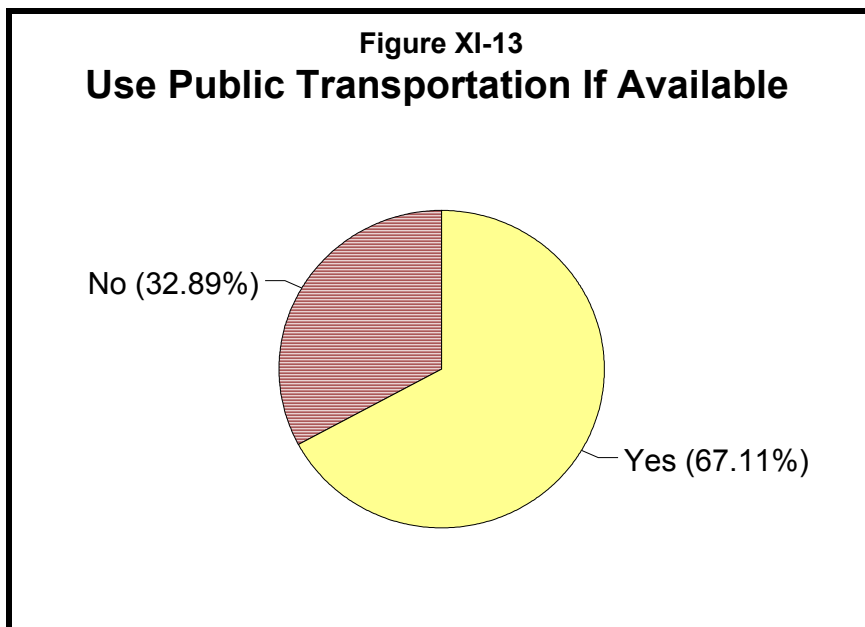
### Use Public Transportation If Available

Respondents were asked whether they would use public transportation more often if it was widely available. Respondents were also asked to give an explanation to their response. Results are shown in Figure XI-13. Sixty-seven (67) percent of respondents indicated that they would use public transportation if it was more widely available. The most common explanation of the respondents who said they would use public transportation were:

- The bus currently did not serve them.
- The existing service needed to go more places.
- Frequent service.
- Less time on bus to reach destinations.
- Extended service and Sunday service.

Other reasons that would make them use public transportation were the high gas prices and reducing dependency on family or friends for rides.

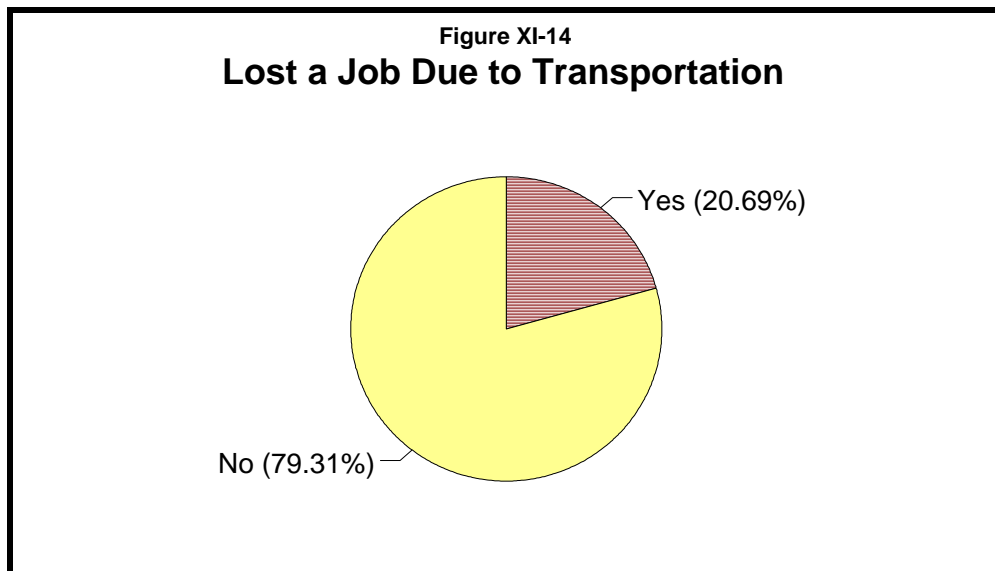
The people who reported that they would not use public transportation were mostly because of age or medical-related problems, disabled, difficulty in using transit with kids, or they had their own vehicle or transportation to get around.



### Lost a Job Due to Transportation

Respondents were asked whether in the last two years they lost a job or had problems finding a job due to lack of transportation. Responses are shown in Figure XI-14. Twenty-one percent of the respondents said that they had lost a job due to lack of transportation. The written comments from those individuals were reviewed, and the most common comments were:

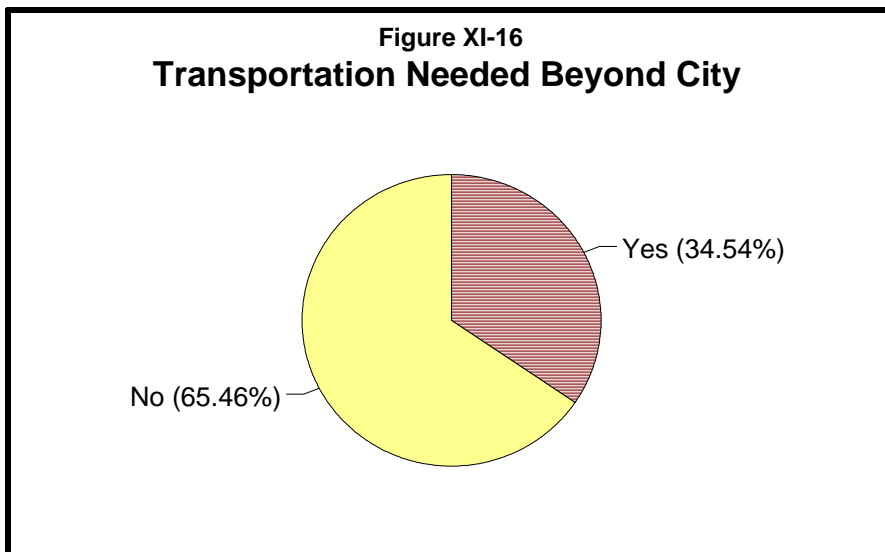
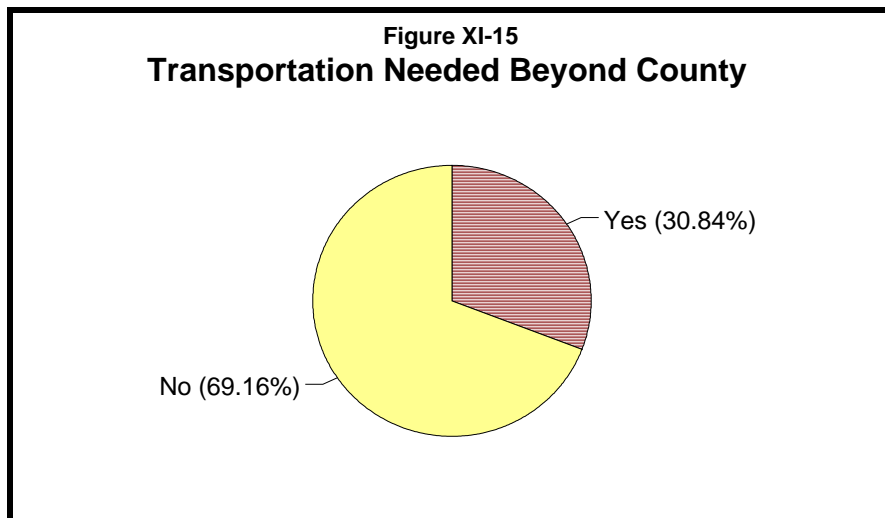
- Car breakdowns.
- Difficulty coordinating bus hours with work hours.
- No late night service.
- No weekend service.
- Did not own a car.
- Long wait times.
- Dependency on other people for rides.
- No driver's license.
- Unable to afford a car.
- Some employers did not hire people without transportation.



### Transportation Need Beyond County/City

The survey asked whether transportation was needed beyond Boone County, and if so, which county. Similarly, the survey asked whether transportation was needed beyond a city and for a list of the cities that needed transportation. Figures XI-15 and XI-16 show the responses of whether transportation is needed beyond the county and city, respectively. The list of counties and cities that respondents indi-

cated needed transportation to and from is provided in Appendix M. The most common counties listed were Cole, Callaway, and Cooper (adjoining counties), and St. Louis County. Among the cities listed, the most common were Boonville, Fulton, Jefferson City, St. Louis, Kansas City, and Columbia.



### Additional Unmet Needs and Comments

Respondents were given the opportunity to include additional unmet transportation needs and comments. The actual responses to the unmet needs and comments are included in Appendix N. The major comments relate to Sunday and

evening service, adding sidewalks and bike paths, handicap accessibility, transportation out-of-town, transportation connecting Columbia to Jefferson City and St. Louis, emergency transportation, transportation for elderly, medical and health-related transportation, transportation to jobs, for shopping, more service outside city limits, affordable and timely transportation, transportation when unable to drive a car, and transportation for special needs.