Chapter XII

TRANSPORTATION
CONSULTANTS, INC.

CHAPTER XII

Community Survey Results

INTRODUCTION

This chapter provides the analysis of data collected through a survey of residents in Boone County. Surveys were distributed by communities and agencies, both in paper and electronic formats. The questionnaire was available to anyone on the Internet as part of the project website. The questionnaire was provided in English and is included in Appendix O. A total of 59 identified agencies responded—with a total of 1,520 responses. Information is provided about demographics, trip characteristics, travel patterns, needs, and service characteristics that influence the community at large to use public transportation. These survey efforts from the community, along with surveys from social service agency clients, were targeted to represent different population segments in identifying the needs of the community. 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 not based on a representative sample of the Boone County population. The results should be interpreted as information about those who completed the questionnaire. The results should be used with care and should not be considered as representative of all residents of Boone County.

DEMOGRAPHIC CHARACTERISTICS

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

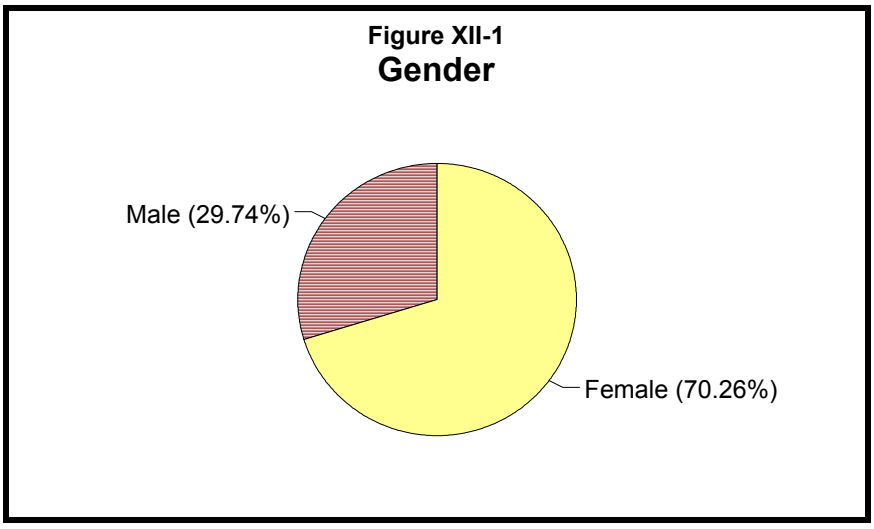
Table XII-1
Number of Respondents by Agency

Name of the Agency	No. of Responses	Percent of Responses
Boone Hospital	328	22%
Boone Hospital Lifeline	234	15%
MBS Textbook Exchange, Inc.	197	13%
Centralia	91	6%
Centralia School District	73	5%
Flu Shot Clinic (Health Department)	72	5%
Harrisburg Elementary Schools	60	4%
University Behavioral Health (UBH)	54	4%
St. Luke United Methodist Church	51	3%
Columbia Senior Center	39	3%
University Hospital Staff	33	2%
Columbia Schools	30	2%
ParaTransit	26	2%
Master Gardening Class	21	1%
Paquin Towers	21	1%
Loaves and Fishes Program	19	1%
Harrisburg Community Betterment Association	15	1%
New Horizons	13	1%
Oak Towers	11	1%
OATS Transportation	10	1%
Health Department	10	1%
National Federation of the Blind	9	1%
Moniteau Senior Housing	9	1%
City of Sturgeon	8	1%
Ashland Elementary	4	<1%
Healthcare Connection	3	<1%
Grass Roots Organization (GRO)	1	<1%
Central Missouri Area Agency on Aging (CMAAA)	1	<1%
Unidentified Agencies**	77	5%
Total	**1,520**	

***Note: Respondents who 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 51 years, ranging from 7 to 99 years. Age 39 was the most frequent age of the respondents. Figure XII-1 illustrates the gender of the respondents. Seventy (70) percent of the respondents were females and 30 percent were males, as illustrated in Figure XII-1.



Vehicle Availability and Licensed Drivers

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 XII-2 shows the proportion of respondents who are licensed drivers. Licensed drivers made up a higher percentage of respondents, with 85 percent having a license to operate a car.

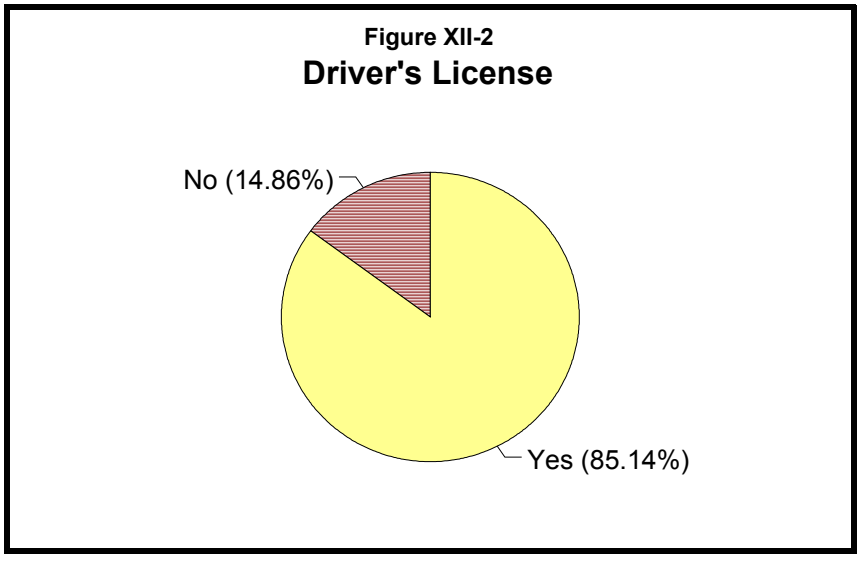
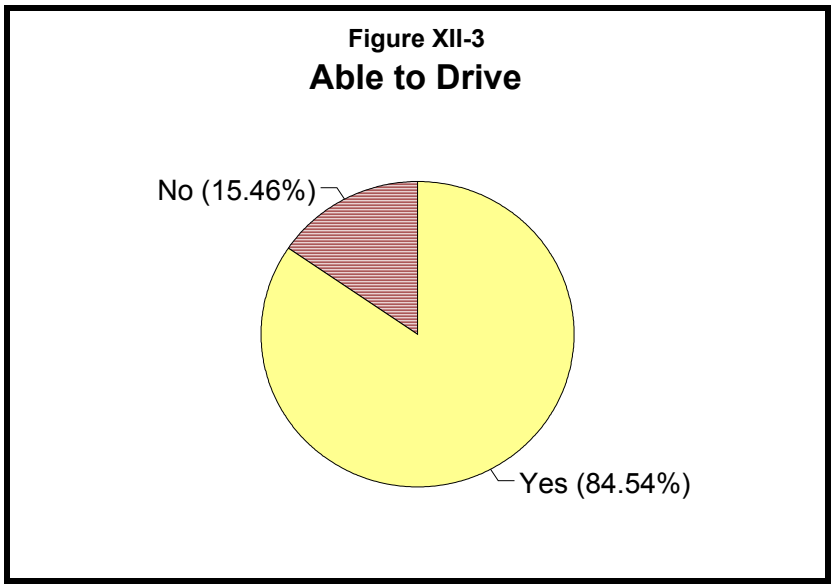


Figure XII-3 shows the proportion of respondents who are able to drive. Eighty-five (85) percent of the respondents are able to drive.

Approximately 12 percent of the respondents do not have a license and are not able to drive.

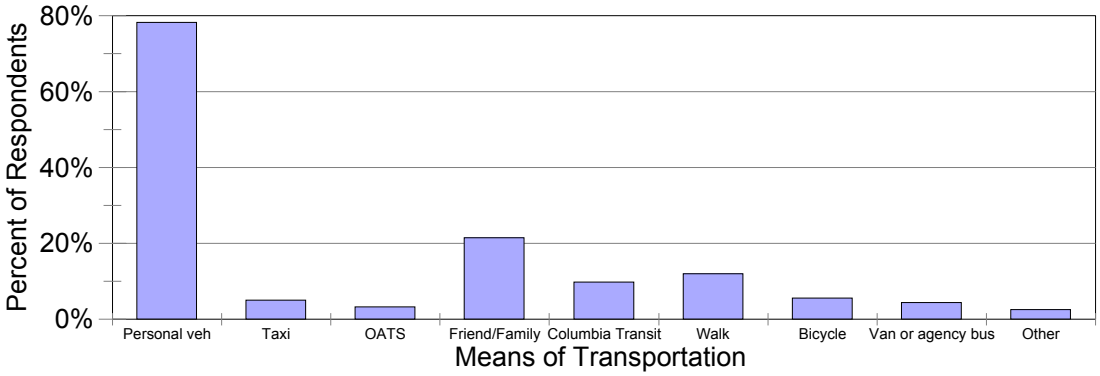
Figure XII-3
Able to Drive



Means of Transportation

Respondents 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 XII-4. Approximately 78 percent responded that they used a private auto, which indicates the number who are potential *choice riders,* followed by 22 percent who said they use a friend or a family vehicle. Twelve percent reported that walking was their means of transportation.

Figure XII-4



Another approach to determine the percentage of transit-dependent patrons was 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 XII-2 shows the comparison. Fourteen percent of respondents (200 respondents) did not have a personal vehicle or a driver's license. Thus, this percentage represents respondents that are *truly transit-dependent* in Boone County. In addition, another seven 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, 78 percent of the respondents (1,133 responses) 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 XII-2
Number of Respondents who use a Personal Vehicle by Driver's License

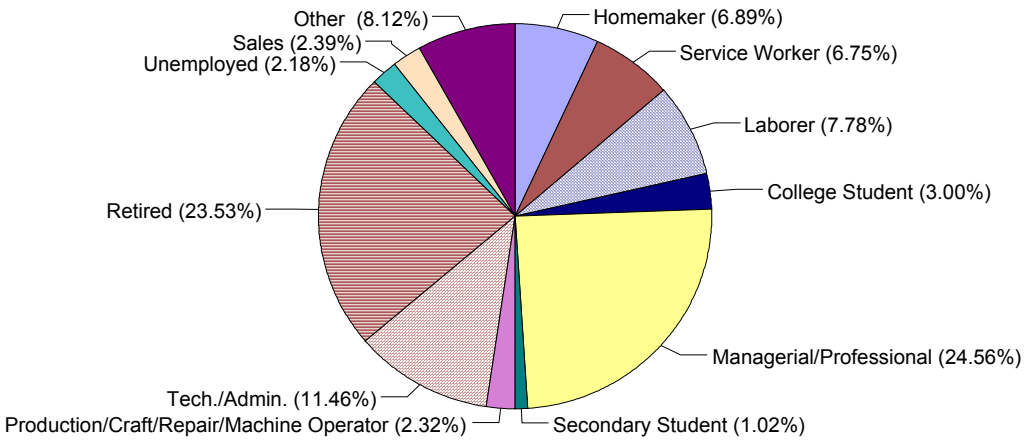
Personal Vehicle	Driver's License	
	Yes	No
Yes	78%	1%
No	7%	14%

Note: LSC Community Survey, 2006.

Occupation

The survey asked respondents to indicate their occupation. The results are shown in Figure XII-5. Respondents represent a broad spectrum of occupations. The highest responses were from those who indicated "Managerial or Professional" as their occupation, with 25 percent of the responses. The next highest responses were from those who indicated being retired (24 percent) followed by occupations such as technical or administration, representing approximately 11 percent of the respondents. Two percent of respondents reported being unemployed.

Figure XII-5
Occupation



Commute Patterns

The survey asked respondents to indicate the city where 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 XII-3 shows the commute matrix of where people live and work. Most of the commute patterns (621 responses) are within the City of Columbia while some respondents live in towns such as Centralia (48 responses), Harrisburg (22 responses), Ashland (19 responses), Hallsville (17 responses), Clark (17 responses), Boonville (12 responses), and Sturgeon (12 responses)—all of whom work in Columbia. Intrazonal person-trips within a city or a town were observed

in Centralia (38 person-trips) and Harrisburg (16 person-trips). The only major reverse commute observed was people who live in Columbia and work in Jefferson City (13 responses).

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Table XII-3
Commute Matrix
City of Work

City of Residence	Ashland	Boone	Boonville	Centralia	Columbia	Eldon	Fayette	Fulton	Hallsville	Harrisburg	Jefferson City	Madison	McBaine	Mexico	Moberly	Sturgeon
Ashland	1	1			19						1					
Auxvasse					5											
Belle					1											
Boone County					2					1						
Boonville					12											
Bunceton					2											
California					1											
Centralia			1	38	48				1			1		6	2	2
Clarence																
Clark					17					1					1	1
Clinton																
Columbia	4	2			621			2			13		1			
Crocker																
Eldon						1										
Fayette					3											
Fulton					7						1					
Glasbow							1									
Glasgow					2					1						
Hallsville				1	17				2							
Harrisburg					22					16						
Hartsburg					6											
Holts Summit					2											
Huntsville					1											
Iberia																
Jacksonville																
Jamestown					1						1					
Jefferson					3						1					
Lentner					1											
Martinsburg					1											
Mexico					4											
Midway					1											
Millersburg					1											
Moberly					5										1	
Montgomery City					1									1		
New Bloomfield					1											
New Franklin					4											
Paris					1											
Pilot Grove					2											
Prathersville					2											
Rocheport					8											
Rolla																
Springfield																
Stover					1											
Sturgeon				3	12									1	1	1
Tebbetts					1											
Thompson				1												
Tipton																
Williamsburg																

Note: LSC Community Survey, 2006.

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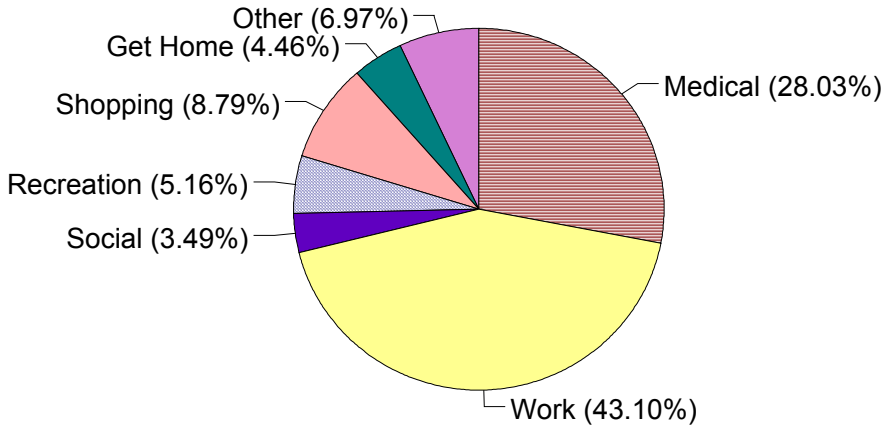
TRIP CHARACTERISTICS

Primary Trip Purpose

Respondents were also asked to indicate the primary purpose for most often riding the bus. Primary trip purposes are shown in Figure XII-6. The primary trip purpose (43 percent) was to and from work. The second most common purpose (28 percent) was for medical purposes.

Figure XII-6
Primary Purpose

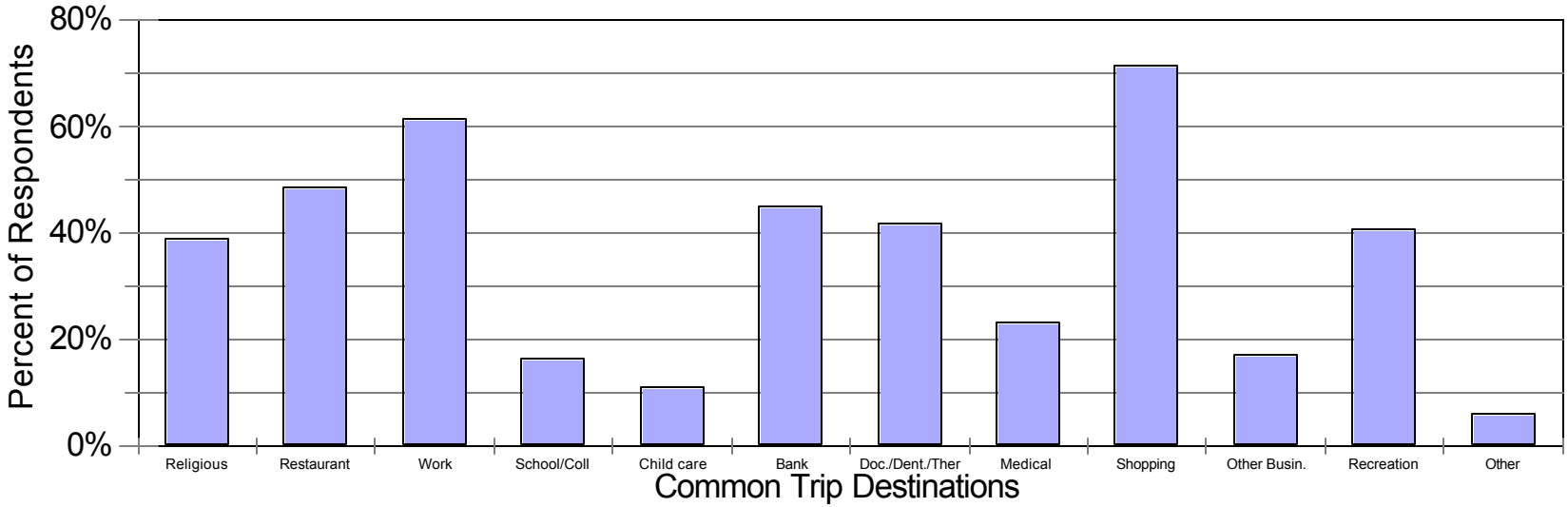


Common Trip Destinations

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 XII-7. "Shopping trips" was reported by 71 percent of the respondents, followed by trips taken to and from work (61 percent) and trips to a restaurant (49 percent).This section accounts for trips made most commonly by respondents during a week and thus had a wider range of trip purposes in comparison to the previous section which reports primary trip purposes of using transit.

Figure XII-7

Common Trip Destinations

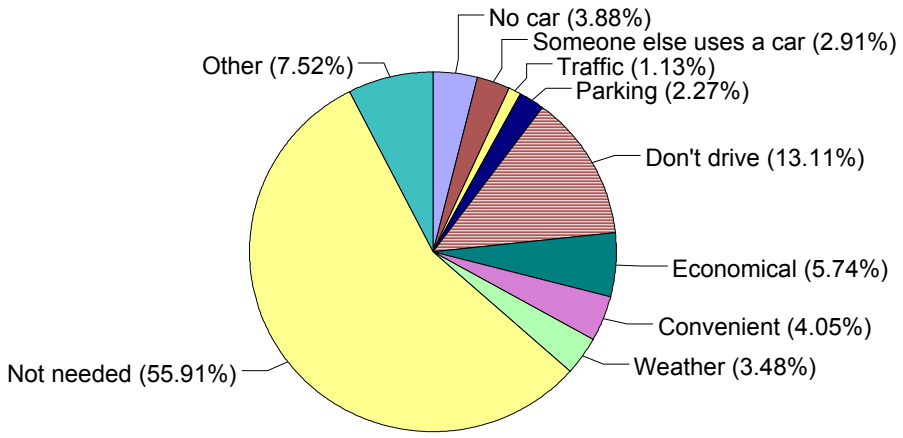


Reason for Public Transportation

The survey asked respondents the most important reason they needed public transportation. Fifty-six (56) percent of respondents reported that they did not need transportation. The reasons for requiring public transportation are respondents who did not drive (13 percent) and other reasons (8 percent). The major reasons of those respondents who selected "Other" were that they needed transportation because of unexpected cars breakdowns, are blind, or are disabled. Figure XII-8 presents this information. Seventeen percent of responses (206 responses) were possible choice riders who choose public transportation because of convenience, economical reasons, traffic, weather, or parking reasons. On the other hand, 20 percent of the respondents (246 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.

Figure XII-8

Reason You Need Public Transportation



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 XII-4.

All characteristics were scored positively and were ranked higher than average, except service every few hours, employers pay part of the cost, and service from a park-and-ride lot to work. Guaranteed ride home and service close to home were ranked the highest by respondents, followed by clean buses and flexibility in scheduling trips.

Table XII-4
Characteristics That Influence Public Transportation
(ranked in descending order)

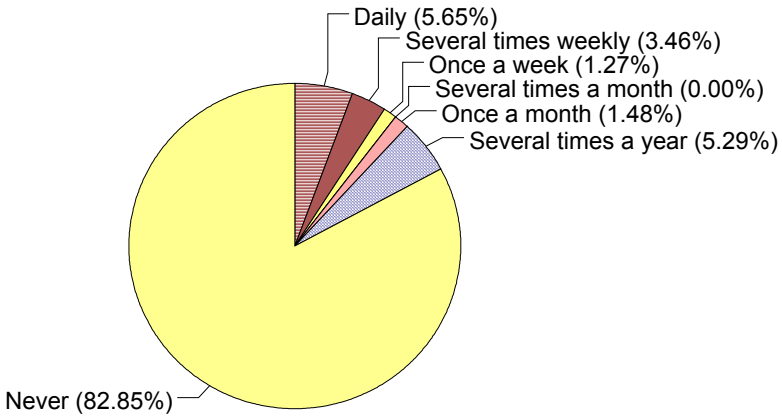
Attributes	Average Score
Guaranteed ride home	3.18
Close to home	3.18
Clean buses	3.14
Flexibility in scheduling trips	3.05
Service from home to work	2.91
Weekend service	2.70
Evening service	2.60
Accept different payment options	2.57
Attractive buses	2.51
Express service (with few stops)	2.47
Service every half-hour	2.42
Service twice a day	2.40
Service every hour	2.40
Service from a park-and-ride lot to work	2.19
Employer pays part of the cost	2.14
Service every few hours	2.05

Note: LSC Community Survey, 2006.

Ridership Frequency

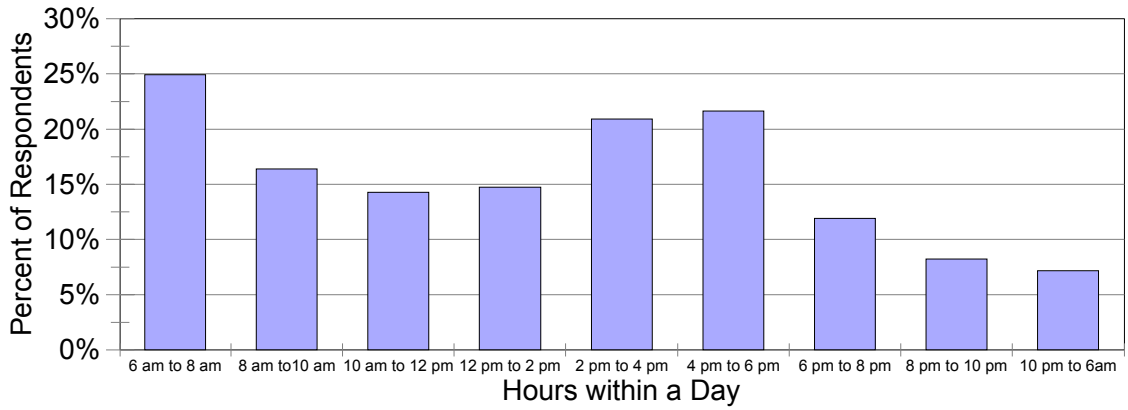
The survey asked respondents how often they used public transportation. Figure XII-9 shows the responses. Approximately 83 percent of the respondents (1,174 responses) reported that they never used public transportation, while 6 percent (80 responses) use the service daily.

Figure XII-9
Ridership Frequency



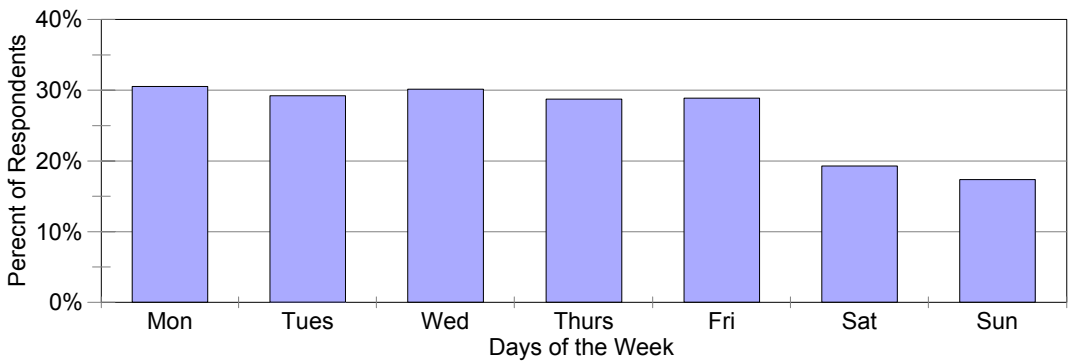
Respondents were asked to select the hours that they most needed transportation. The responses were fairly split among the various hours listed. Results are shown in Figure XII-10. As shown in the figure, the hours of transportation most needed ranged from 6:00 to 10:00 a.m., slightly decreased from 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 8 percent to 5 percent.

Figure XII-10
Hours of Transportation



Passengers 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 XII-11 shows the responses. As shown in the figure, Sundays showed the lowest need for transportation (17 percent) closely followed by Saturdays (19 percent).

Figure XII-11
Day of the Week



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 XII-12 shows the willingness of passengers to ride if a fare was charged. Approximately 62 percent said they would ride if a fare was charged. The responses to the amount of a reasonable fare are shown in Figure XII-13. Sixty-eight (68) percent of the responses indicated that an amount up to $2.00 was a reasonable fare.

Figure XII-12
Pay For Transportation

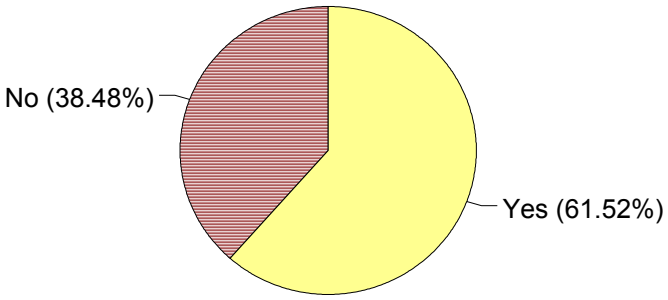
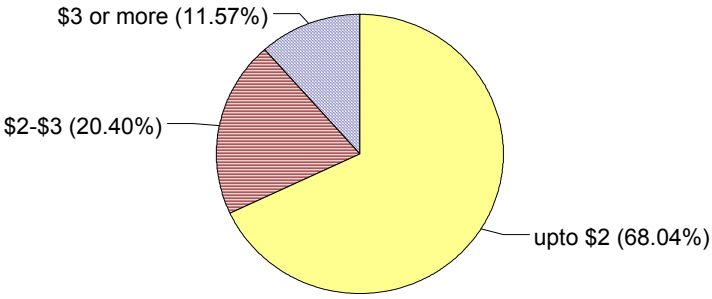


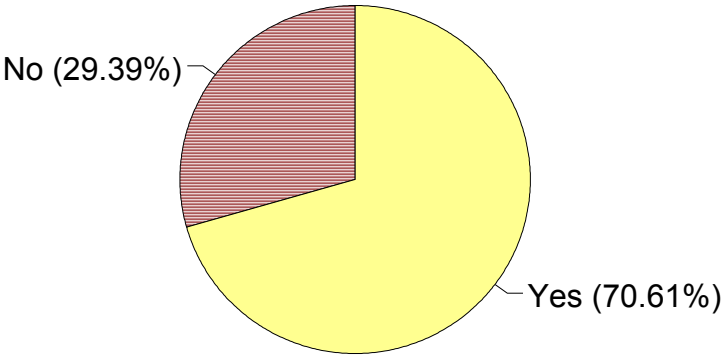
Figure XII-13
Reasonable Fare



COMMUNITY SUPPORT

The survey asked respondents if they believed there was community support for public transportation. The responses are shown in Figure XII-14. Seventy- one (71) percent of the respondents believed that there was community support for public transportation.

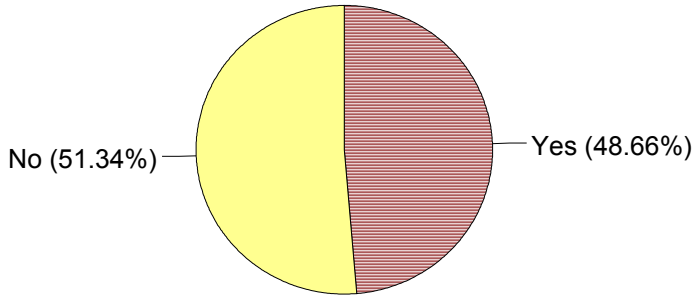
Figure VI-14
Community Support for Transportation



Support for Increase in Sales Tax or Property Tax

The survey asked if respondents were willing to support an increase in sales or property tax for a coordinated public transportation system. The results are shown in Figure XII-15. Forty-nine (49) percent of respondents reported that they would support an increase in taxes for public transportation which was slightly lower than respondents who did not support an increase in taxes. As this survey is not a representative sample of the community, the results should not be interpreted as representative of the population.

Figure XII-15
Support Increase Sales/Property Tax



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 community at large within Boone County.

Transportation Need Beyond County/City

The survey asked whether transportation was needed beyond the 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 XII-16 and XII-17 show the responses of whether transportation is needed beyond the county and city, respectively. The list of counties and cities that respondents needed transportation to and from are provided in Appendix P. The most common counties listed were Audrain, Boone, Callaway, Cole, Cooper, and St. Louis Counties. Among the cities listed, the most common were Ashland, Boonville, Columbia, Jefferson City, Kansas City, Mexico, St. Louis, and Kansas City.

Figure XII-16

Need Public Transport Beyond County

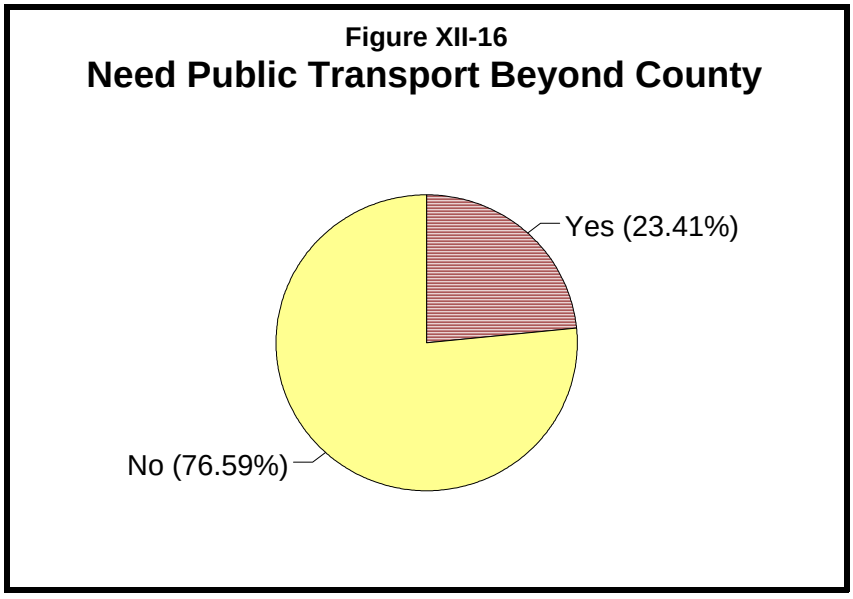
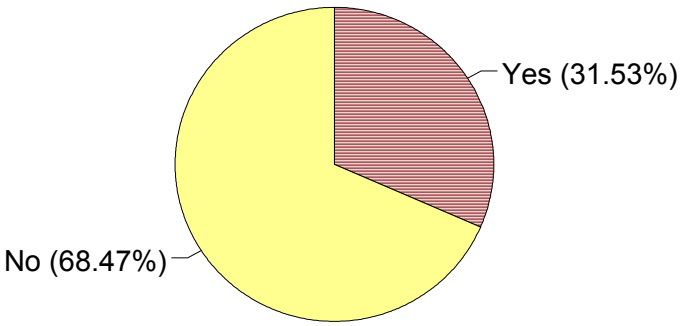


Figure XII-17
Need Public Transport Beyond City



Additional Unmet Needs and Comments

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

- Cost-effective transportation to work.
- Transportation to major employers.
- Commuter service from Columbia to Jefferson City.
- Sunday and evening service.
- Service to towns such as Hallsville, Centralia, and Ashland.
- Adding sidewalks and bike paths.
- Reducing the walking distances to bus stops.
- Making public transportation handicapped-accessible.
- Inability to use public transportation due to age, medical, or health-related reasons.

Other transportation needs included transportation for shopping, medical, church activities, and transportation for persons with special needs such as the blind and disabled. Some of the respondents believed that they did not need transportation at the present time, but others believed that they may need transportation in the future when they are unable to drive.