



March 2008 Onboard Survey Results

INTRODUCTION

This chapter provides a brief discussion of the survey and count effort as well as an analysis of data collected through onboard surveys. Information is provided about passenger demographics, trip characteristics, and perceptions of the quality of service. This survey was conducted on March 6, 2008. The data show a comparison of onboard surveys conducted in November 2006 wherever possible to identify trends or changes in demographics, perceptions, and travel patterns. The purpose of this survey effort was to identify passenger perceptions on the changes in route structures since January 2008.

SURVEY METHODOLOGY

A short survey instrument was developed in cooperation with the RTPO and is provided in Appendix F. The LSC Team contracted with a local employment agency to hire workers to complete the survey distribution and collection as well as count passengers boarding and alighting at each individual stop on all fixed routes. Surveys were conducted from approximately 6:00 a.m. until noon. Contracted temporary employees were trained on the appropriate method for distribution of surveys, and a review of survey questions was completed to give the workers insight on the survey questions so they would be prepared to field questions regarding the survey instrument. Workers were provided the appropriate materials—i.e., pencils, pens, clipboard, surveys, and count sheets—to complete the survey and count program.

SURVEY FINDINGS

Responses from the usable questionnaires were entered into a database for analysis. A total of 555 usable surveys were returned. The survey concentrated on obtaining information on recent service changes as well as trip purpose, frequency of use, and fares.

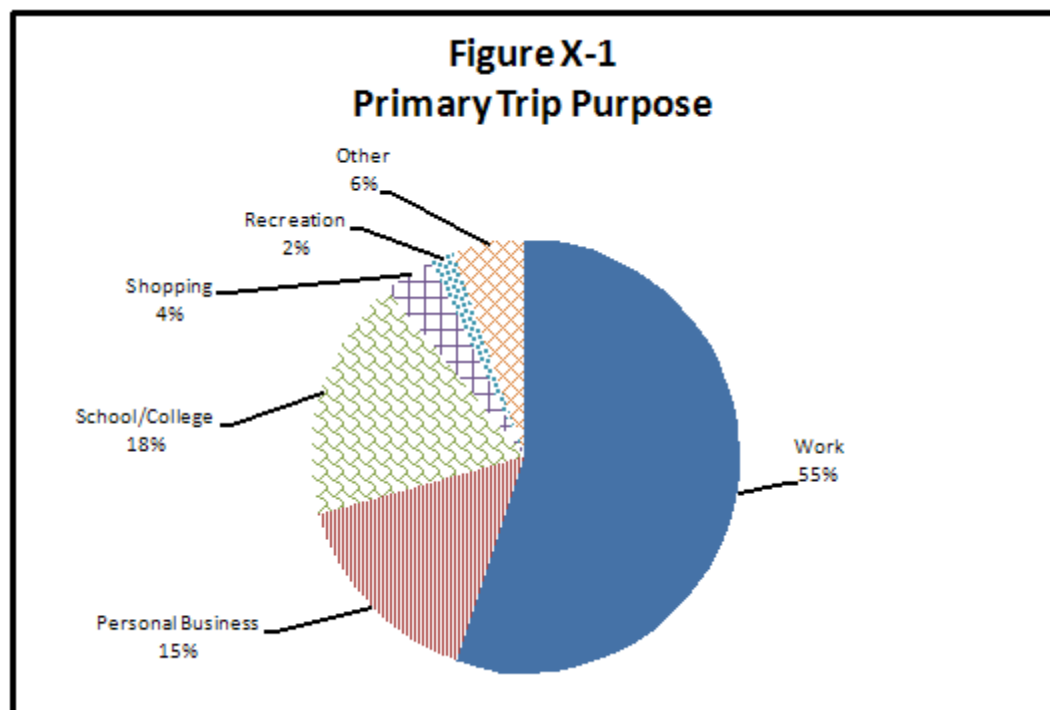
Trip Characteristics

The survey was primarily aimed at asking passengers to provide information about the individual trip they were making on GVT. Passengers were asked to provide this information each time they were on the bus, regardless if they had previously completed a survey.

Trip Purpose

Trip purposes are shown in Figure X-1. The primary trip purpose during the 2008 survey was for work (55 percent) followed by school/college (18 percent). This follows the trip purpose rankings from the 2006 survey; however, as the 2008 survey was only conducted from 6:00 a.m. until noon, the percentages are skewed toward those traveling to and from work and school.

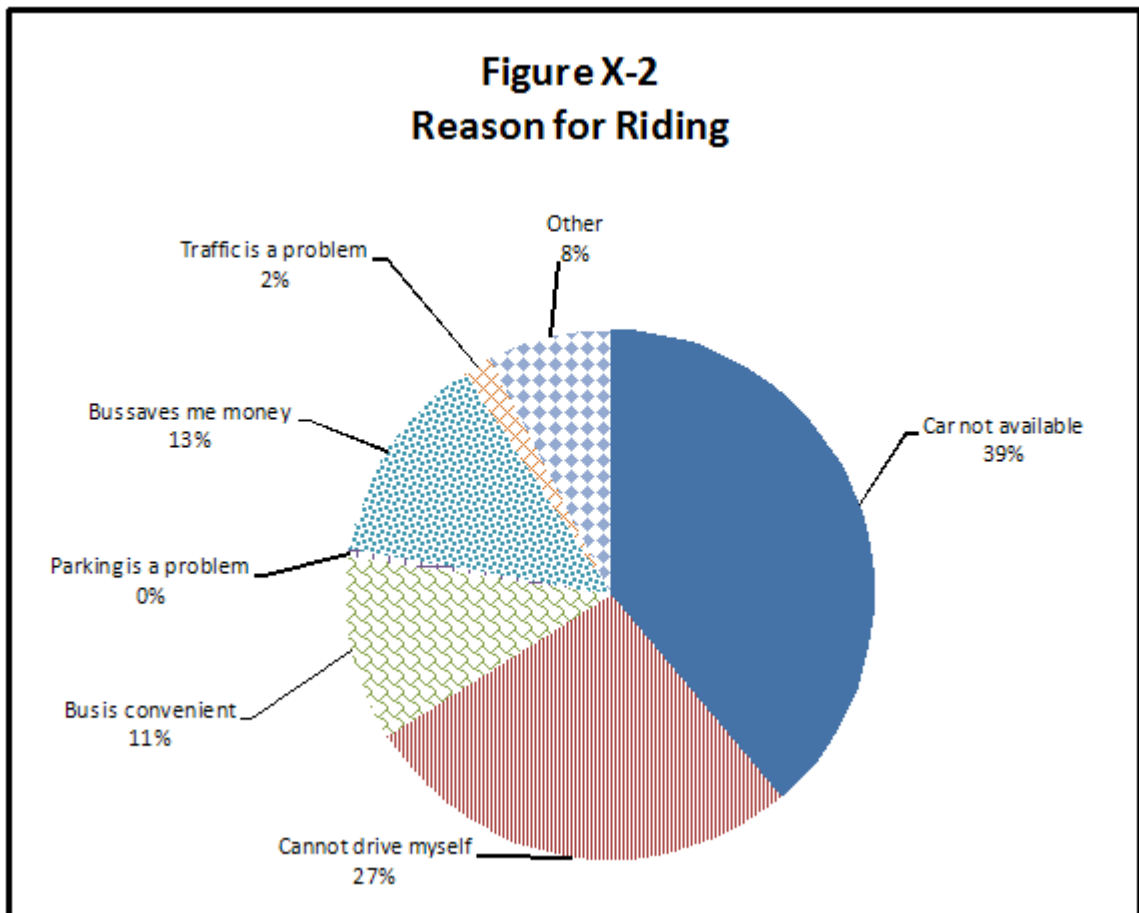
In 2006, the primary trip purpose (37 percent) was to get to and from work. The second most common purpose (24 percent) was for school or college, followed by personal business/errands (22 percent). In 2002, 34 percent reported using GVT for work, 21 percent for school-related trips, and 20 percent for personal business.



Reason for Riding

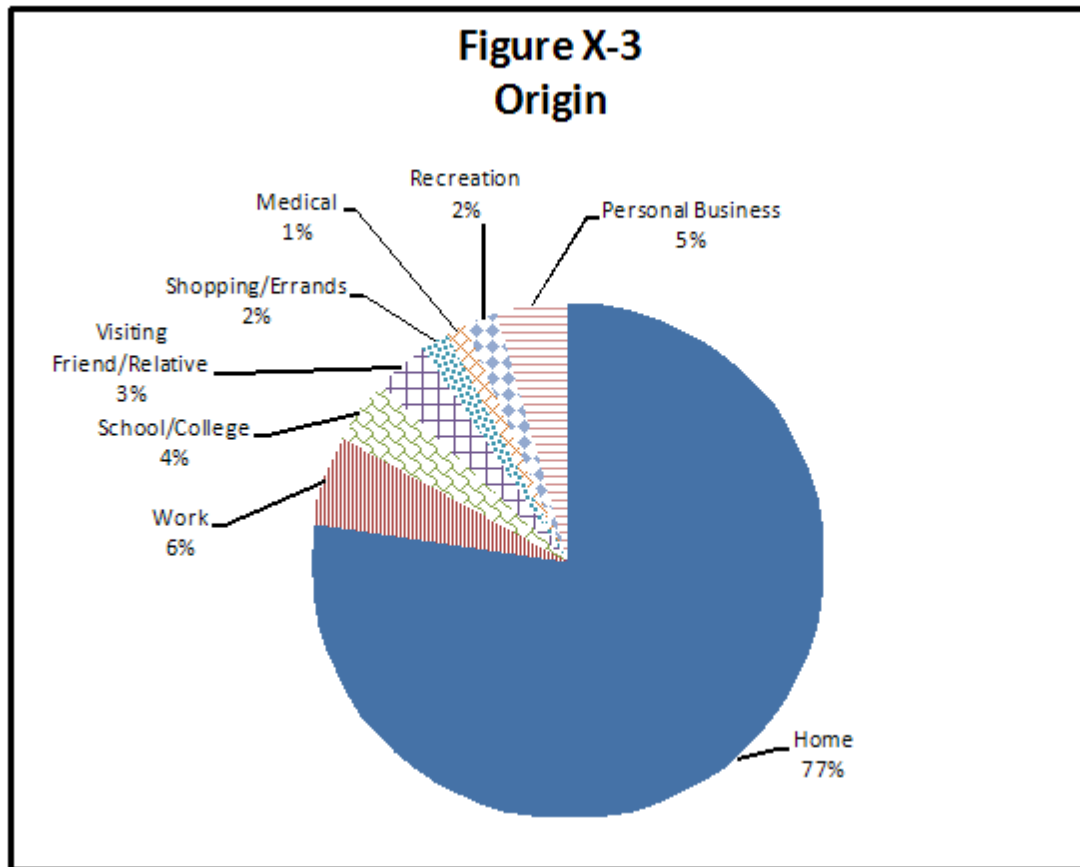
Passengers were asked the most important reason they ride the bus. As shown in Figure X-2, the top reasons for riding the bus are passengers who do not have a car available (39 percent) and passengers who cannot drive themselves (27 percent). Eleven percent reported that the bus is a convenient way to travel.

In 2006, the top reasons for riding the bus are passengers who did not have a car available (42 percent) and passengers who could not drive themselves (28 percent). Thirteen percent reported that the bus was a convenient way to travel.

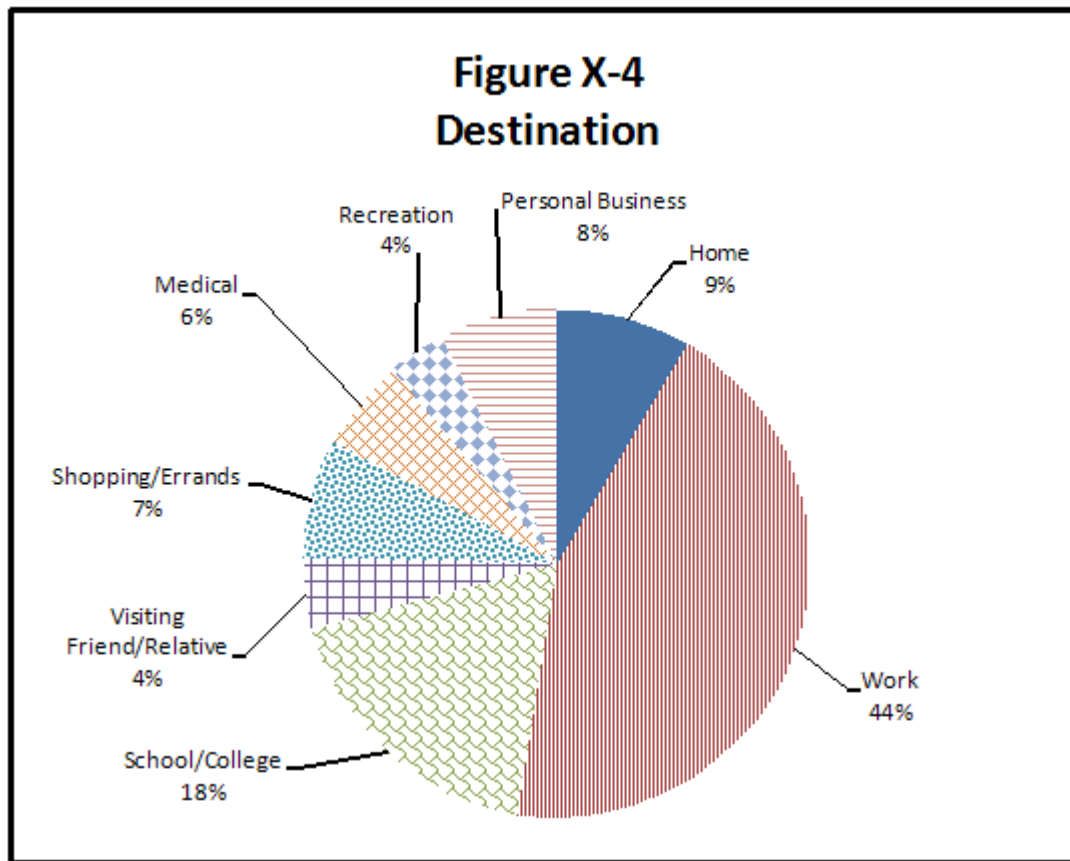


Coming From and Going To

Several questions were asked of each respondent about where they were coming from and going to. As shown in Figure X-3, 77 percent responded that they came from home prior to reaching the bus. Six percent reported they came from work.



Determining a patron's final destination is helpful in developing service operating characteristics. Figure X-4 provides the responses for this question. Approximately 44 percent reported they were going to work and 18 percent were going to school or college. Again, since the survey was conducted during only the morning commute times, these responses are skewed toward those going to and from work and school.

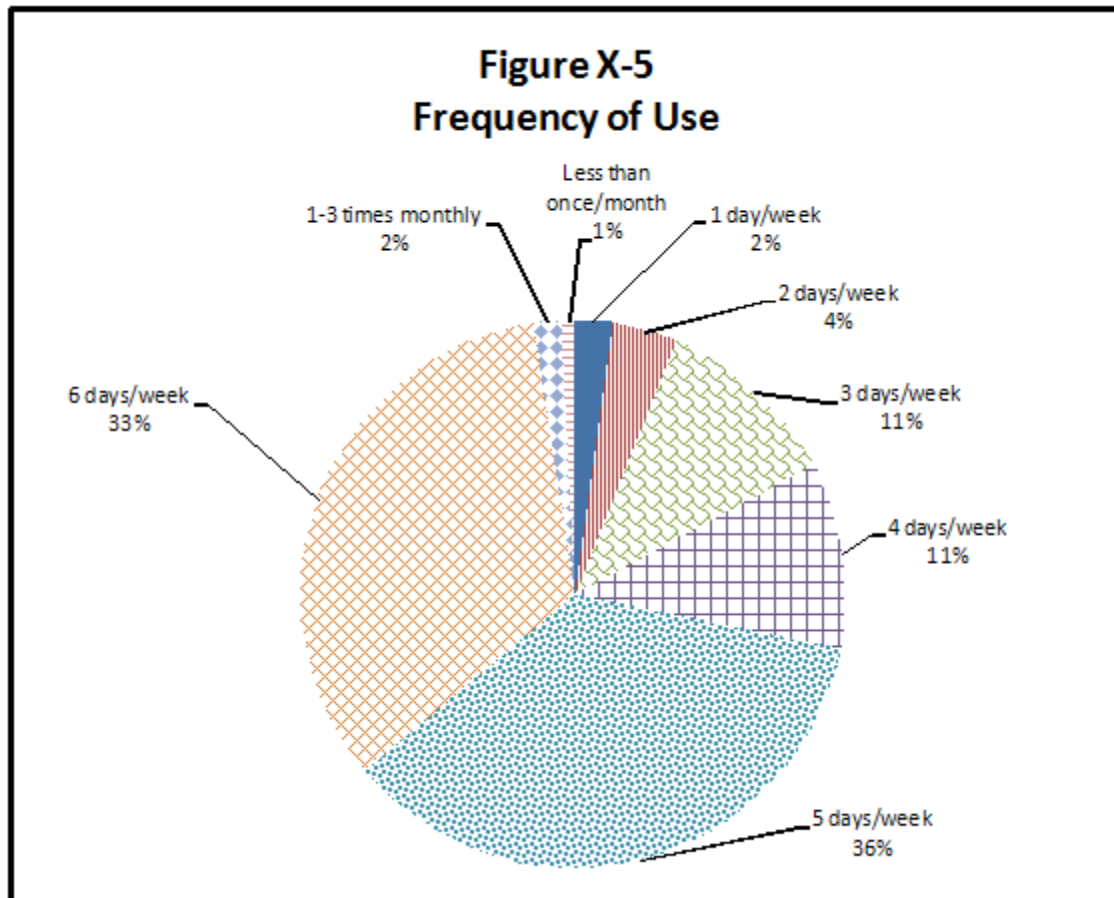


Temporal Analysis

Passengers were asked how often they ride the bus during the typical week. Figure X-5 shows that approximately 33 percent of the passengers reported using the GVT service all six days it operates. Thirty-six percent reported using the service five days per week. Twenty-eight percent use the service four days or less per week.

In 2006, 34 percent of the passengers reported using the GVT service all six days it operates. Thirty percent reported using the service five days per week. Thirty percent use the service four days or less per week, while 1.5 percent reported using the service for the first time.

In 2002, 31 percent used the service five days per week, while 32 percent use the service all six days.

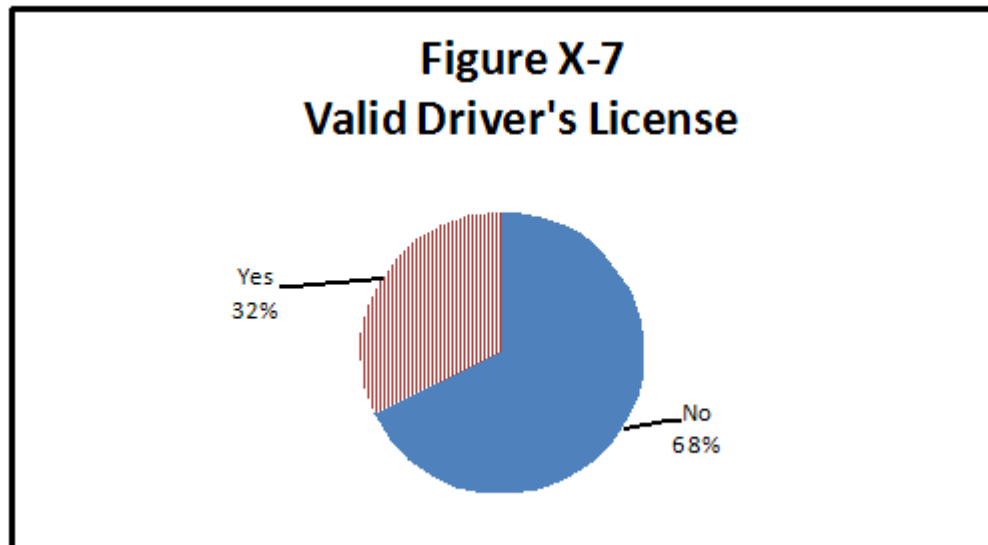
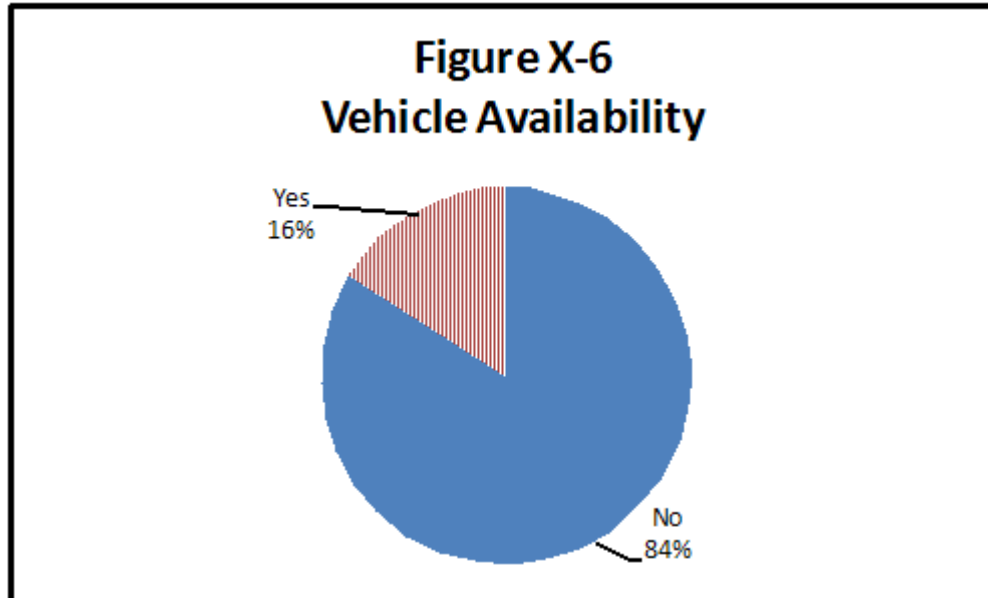


Vehicle Ownership and Licensed Driver

Vehicle ownership for households and the ability to drive play key roles in the demand for public transportation. 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 *choice riders* compared to those who are transit-dependent. This question was asked during both the 2002 and the 2006 survey periods; therefore a comparison between years can be made.

The greatest portion of passengers in 2008 (84 percent) do not have a vehicle available to make their trip as shown in Figure X-6. In 2006, 90 percent did not have a vehicle available to make their trip, while in 2002, 42 percent did not have access to an operable motor vehicle in the household. This is a striking increase in the number of persons without a vehicle available. Figure X-7 indicates that 68 percent of the respondents do not have a valid driver's license. Performing cross-tabulation between those who do not have access to a car and those with no

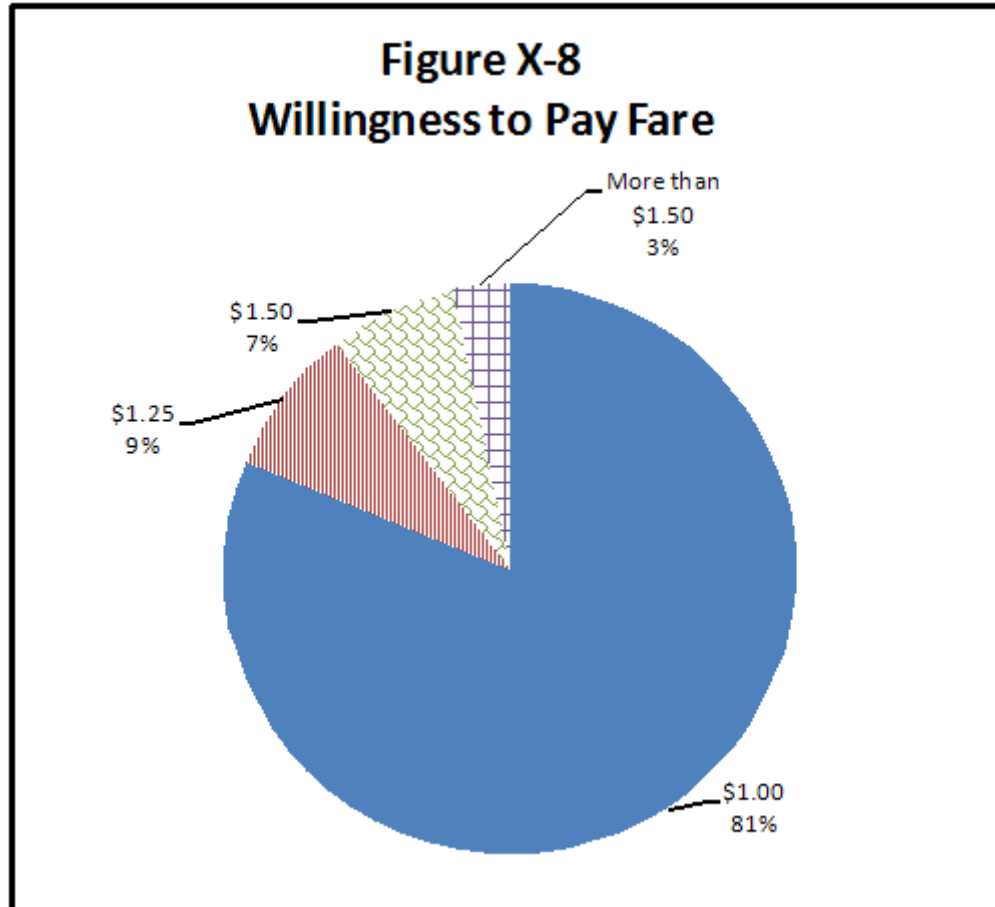
driver's license indicates that 62 percent of the survey respondents do not have a car or a driver's license.



Willingness to Pay Fare

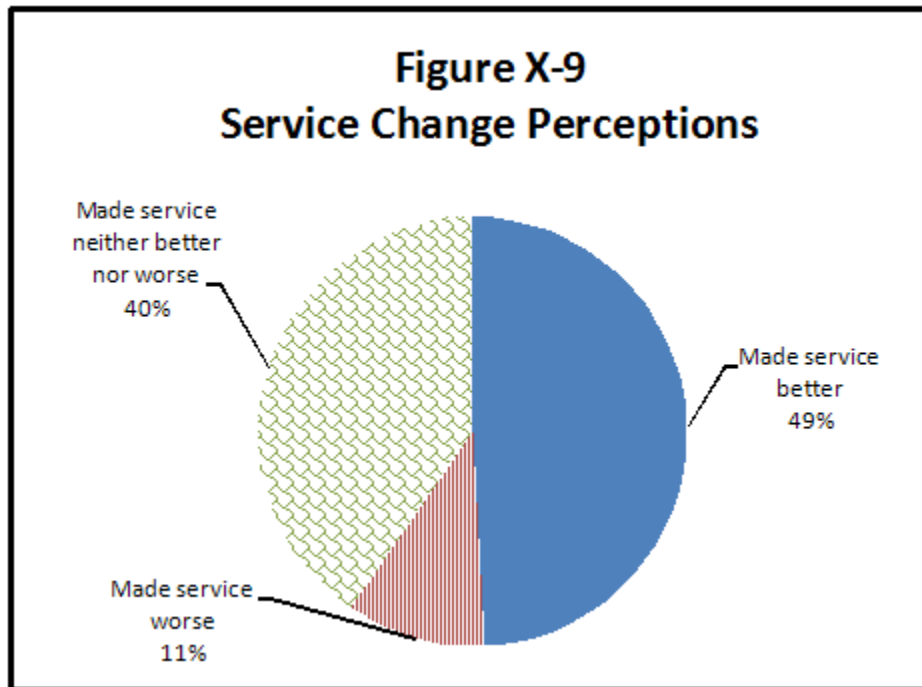
Respondents were asked what they would be willing to pay for a one-way fare. Majority of respondents (81 percent) indicated a willingness to pay \$1.00, as indicated in Figure X-8. Seven percent indicated a willingness to pay \$1.50 while three percent would pay more than \$1.50. In 2006, only 3.8 percent would be

willing to pay more than \$1.25 per trip. Over 93 percent indicated that \$1.00 was a reasonable fare.

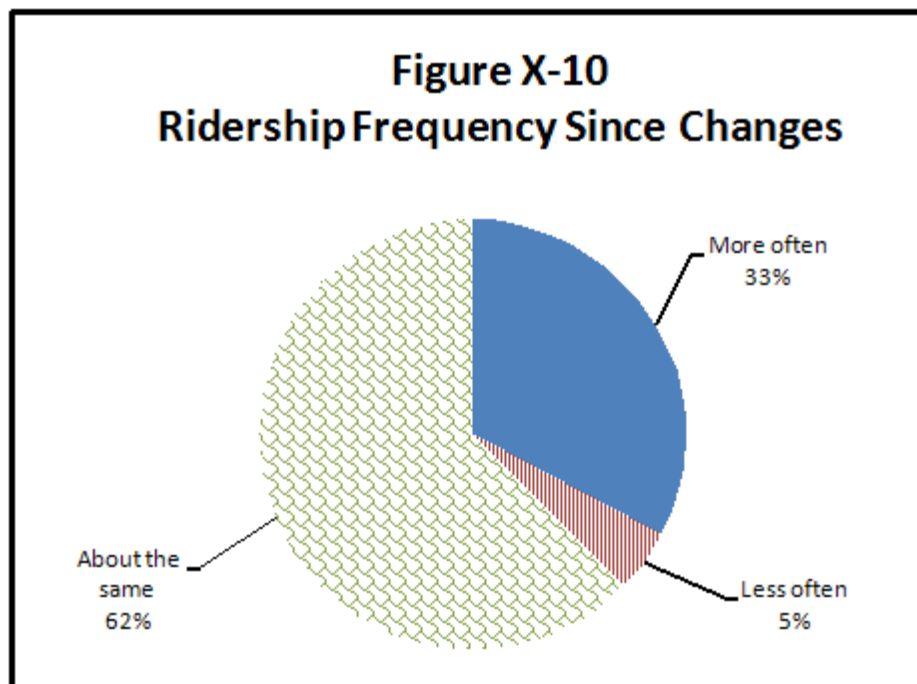


Recent Changes

Patrons were asked indicate how the recent service changes have affected their travel. Figure X-9 indicates respondents' perceptions toward the recent service changes. As shown, nearly 50 percent indicate changes have made service better, while 40 percent indicated that changes have neither made service better or worse. Eleven percent indicated changes have made service worse.

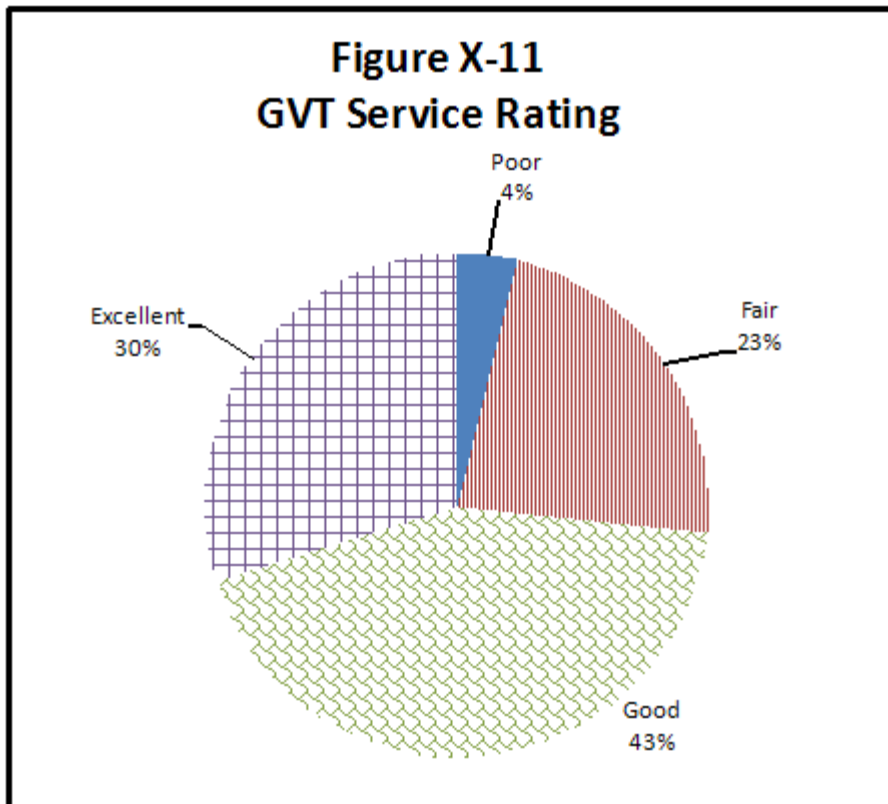


Riders were asked to indicate if they ride more often, less often, or the same as before the system changes in January. Figure X-10 illustrates that 33 percent ride more often while five percent ride less often. Most ride about the same (62 percent).



Service Rating and Improvements

Passengers were asked to rate GVT's overall service on a scale from "poor" to "excellent." Figure X-11 shows that 73 percent rate the service as "good" to "excellent." Only four percent rate service as "poor."



Finally, patrons were asked to rank four service improvement ideas for the future.

The four service improvements included:

- More frequent service
- More routes and areas served
- Later service at night
- Sunday service

The improvement with the highest ranking was that of "later service at night" with an average score of 1.75 on a scale of "1" to "4" with "1" being the highest and "4" being the lowest score. The improvement "more routes and areas served" scored the lowest of the four improvements. "More frequent service" ranked the next highest improvement while "Sunday service" ranked third.

Additional Comments

Passengers were given the opportunity to answer two additional open-ended questions. The first question asked patrons what improvements would make travel easier. Frequent responses included more frequent service, service which ran later at night, and shelter and stop improvements. All responses are provided in Appendix G.

Passengers were then asked what make them ride more often. Some of the recurring themes include running later, operating more often, if it ran on Sunday, and if it was more dependable. Responses, as well as additional comments, are provided in Appendix G.