CHAPTER VII

# Telephone Survey Results

## INTRODUCTION

As part of the operations plan, a telephone survey was conducted of Summit County residents and visitors. This chapter describes the methodology and the findings of that survey.

## METHODOLOGY

The survey was conducted using random digit dialing for telephone exchanges in Summit County. All households with telephones within Summit County were included in the sampling frame. Households were called based on the randomly selected digits. Several screening questions were used. First was whether the individual was a resident or visitor of Summit County. Visitors were included if they were staying in Summit County for five days or more. Second, interviews were conducted with members of the household who were at least 18 years of age. Spanish speaking interviewers were available if the respondents spoke only Spanish.

Responses were entered into the database as the interviews were conducted. The automated interview process is more efficient and reduces the potential for errors in coding.

Households were contacted to complete 400 responses. The number of responses was set to ensure an error range of 5 percent with 95 percent confidence. This was achieved with a database of 400 responses.

The telephone interview questionnaire is included as Appendix D.

## DEMOGRAPHICS

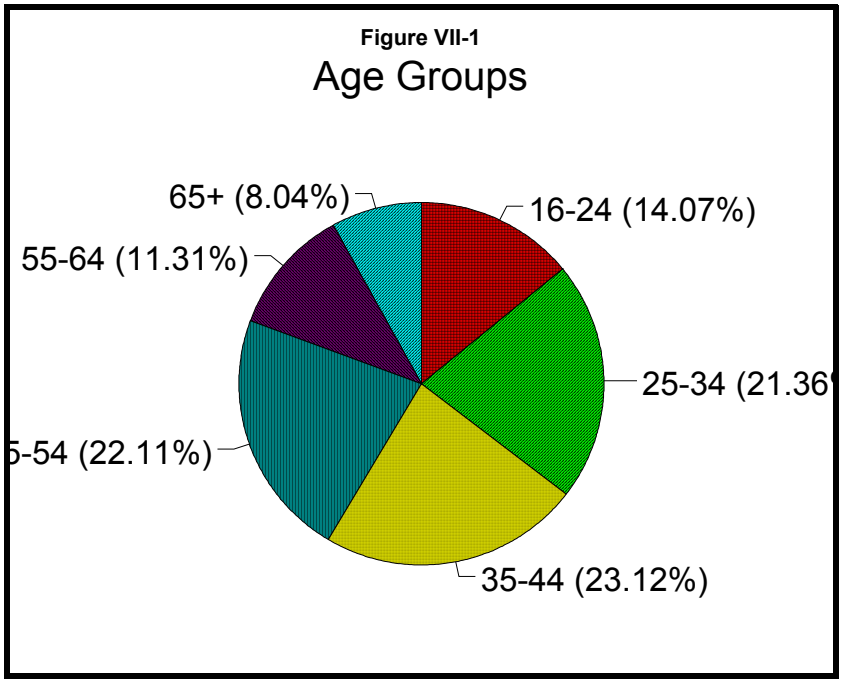
Of the 400 respondents, 329 were full-time residents, 64 were seasonal residents, and 7 were visitors. The visitors had to be staying in Summit County five or more days to be included in the sample. Table VII-1 shows the residence location of the respondents. Other includes unincorporated areas of the Summit County and communities outside the county.

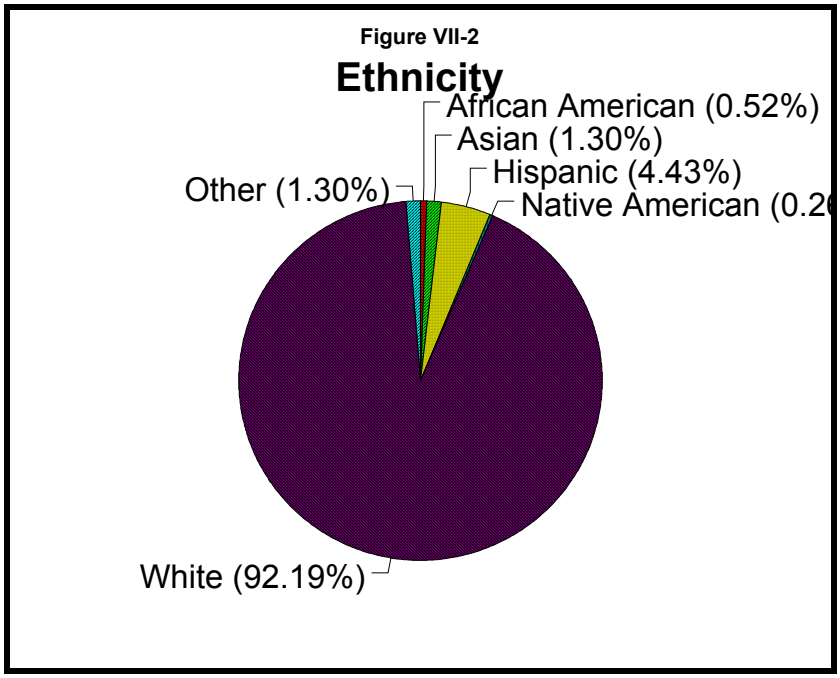
**Table VII-1**
**Place of Residence**

| Location | Number of Responses |
|---|---|
| Breckenridge | 132 |
| Dillon | 45 |
| Frisco | 44 |
| Dillon Valley | 8 |
| Silverthorne | 82 |
| Copper Mountain | 6 |
| Keystone | 12 |
| Summit Cove | 32 |
| Blue River | 12 |
| Other | 29 |

*Source: LSC, 2003*

The age groups were distributed relatively evenly, although only eight percent were 65 or older as shown in Figure VII-1. Ethnicity, shown in Figure VII-2, was predominately white which differs from transit riders where a significant percentage were Hispanic. Similarly, the majority (96 percent) spoke English as their primary language with only three percent indicating Spanish as their primary language. Of the other languages mentioned by respondents, only one person mentioned each language. Fifty-two percent of the respondents were male and 48 percent were female.




As part of the interview, respondents were asked questions regarding their employment. The majority (75 percent) were currently employed in either a paid or volunteer job. Of those currently employed, 90 percent were employed in Summit County. The place of employment is shown in Table VII-2.

| Table VII-2<br>Place of Employment | |
|---|---|
| **Location** | **Number of Responses** |
| Breckenridge | 102 |
| Dillon | 23 |
| Frisco | 45 |
| Dillon Valley | 1 |
| Silverthorne | 33 |
| Copper Mountain | 22 |
| Keystone | 25 |
| Summit Cove | 2 |
| Blue River | 1 |
| Other | 17 |
| *Source: LSC, 2003* | |

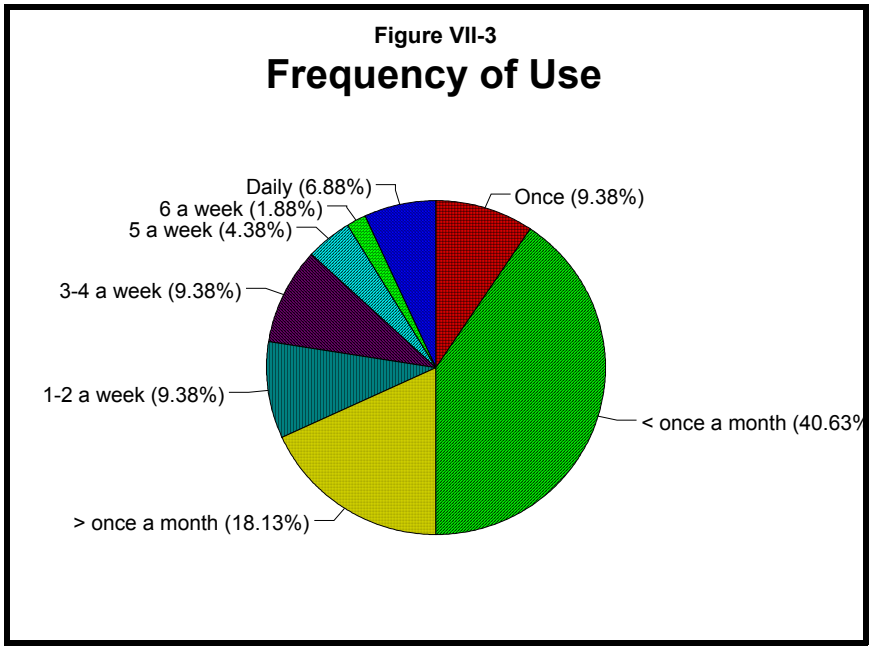
## TRANSIT USE

Respondents were asked if they had used Summit Stage or the other transit services within the past 12 months. Table VII-3 shows the results. Of all respondents, 63.2 percent had used transit within the past 12 months. The most commonly used system was Summit Stage followed by the Breckenridge Ski Area and Town of Breckenridge systems.

| Table VII-3<br>Respondents Using Transit | | |
|---|---|---|
| **Service** | **Number** | **Percentage** |
| Summit Stage | 159 | 39.8% |
| KAB | 20 | 5.0% |
| Copper Mountain Town Shuttle | 24 | 6.0% |
| Breckenridge Ski Area | 114 | 28.5% |
| Town of Breckenridge Circulator | 71 | 17.8% |
| Breckenridge Free Ride | 51 | 12.8% |
| None | 147 | 36.8% |
| *Source: LSC, 2003* | | |

Those who have used the Summit Stage in the past 12 months were asked to indicate how many times they had used it. The results are shown in Figure VII-3. The majority of respondents would be classified as infrequent users, riding less than once a week.

**Figure VII-3**




Respondents were also asked their purposes for using Summit Stage. Multiple responses were allowed and the results are shown in Table VII-4.

**Table VII-4**
**Trip Purposes on Summit Stage**

| Purpose | Number | Percentage |
|---|---|---|
| Pick up/drop off child | 1 | 0.6% |
| Pick up/drop off other | 1 | 0.6% |
| Eat/get coffee | 0 | 0% |
| Shopping | 22 | 13.8% |
| Entertainment/visit | 45 | 28.1% |
| Personal business | 49 | 30.6% |
| Sports/recreation | 35 | 21.9% |
| Work related business | 49 | 30.6% |
| Catch another mode | 3 | 1.9% |
| Other | 11 | 6.9% |

*Source: LSC, 2003*

Those respondents who had not used public transportation (36.8 percent of the total) in the past year were asked to indicate if they had ever used public transportation in Summit County. Of these respondents, 55 percent had used public transportation in Summit County in the past and 45 percent had not. Of those who had used public transportation in the past, 11 percent had relied on public transportation for most of their needs while 74 percent used it for very little of their transportation needs. These respondents were also asked to give their reasons for not using public transportation. The majority responded that the reason for no longer using public transportation was access to a car.

The respondents who had not used public transportation in the past year were asked if they would consider using the service if the services were changed so that they were convenient, easy to use, and information was easily available. Of this group, 61 percent said they personally would consider using public transportation while 38 percent said they would not. Responses regarding specific improvements to the service are discussed later in this chapter. The majority of this group currently live in areas served by public transportation.

## TRANSIT PERCEPTIONS

It is important to understand which attributes of public transportation are important and how the current service is perceived. Interviews included a number of attributes about public transportation. Respondents were first asked to indicate the importance of each attribute on a scale from one to five with one being not at all important and five being very important. The results are shown in Table VII-5. The relative importance of these attributes should be noted. The most important service characteristics are driver competence and schedule reliability. The least important attribute is condition of the buses.

**Table VII-5**
**Importance of Transit Service Attributes**

| Attribute | 1 | 2 | 3 | 4 | 5 | Average Score |
|---|---|---|---|---|---|---|
| Service Frequency | 32 | 17 | 55 | 97 | 199 | 4.03 |
| Availability of Schedule Information | 33 | 13 | 74 | 101 | 179 | 3.95 |
| Condition of Buses | 33 | 19 | 98 | 114 | 136 | 3.75 |
| Transfer Convenience | 28 | 14 | 78 | 96 | 184 | 3.98 |
| Schedule Reliability | 21 | 4 | 24 | 85 | 266 | 4.43 |
| Driver Courtesy | 25 | 16 | 86 | 102 | 171 | 3.94 |
| Driver Competence | 14 | 3 | 26 | 49 | 308 | 4.58 |
| Bus Routes | 14 | 9 | 70 | 121 | 186 | 4.14 |
| Bus Stop Safety | 24 | 17 | 75 | 87 | 197 | 4.04 |
| Freedom from Nuisance Behavior | 28 | 14 | 72 | 87 | 199 | 4.04 |
| Shelter at Bus Stops | 21 | 24 | 62 | 110 | 183 | 4.02 |

*Source: LSC, 2003*

Those who had used public transportation were asked to rank the service provided by Summit Stage on a scale from one to four with one being poor and four being excellent. The results of these questions are shown in Table VII-6. Using this scale, anything with an average score of 2.5 or higher should be considered a positive

rating. As can be seen, all attributes were rated positively. The highest rated attribute is driver competence, and the lowest rated attribute is shelter at bus stops.

**Table VII-6**
**Rating of Summit Stage Attributes**

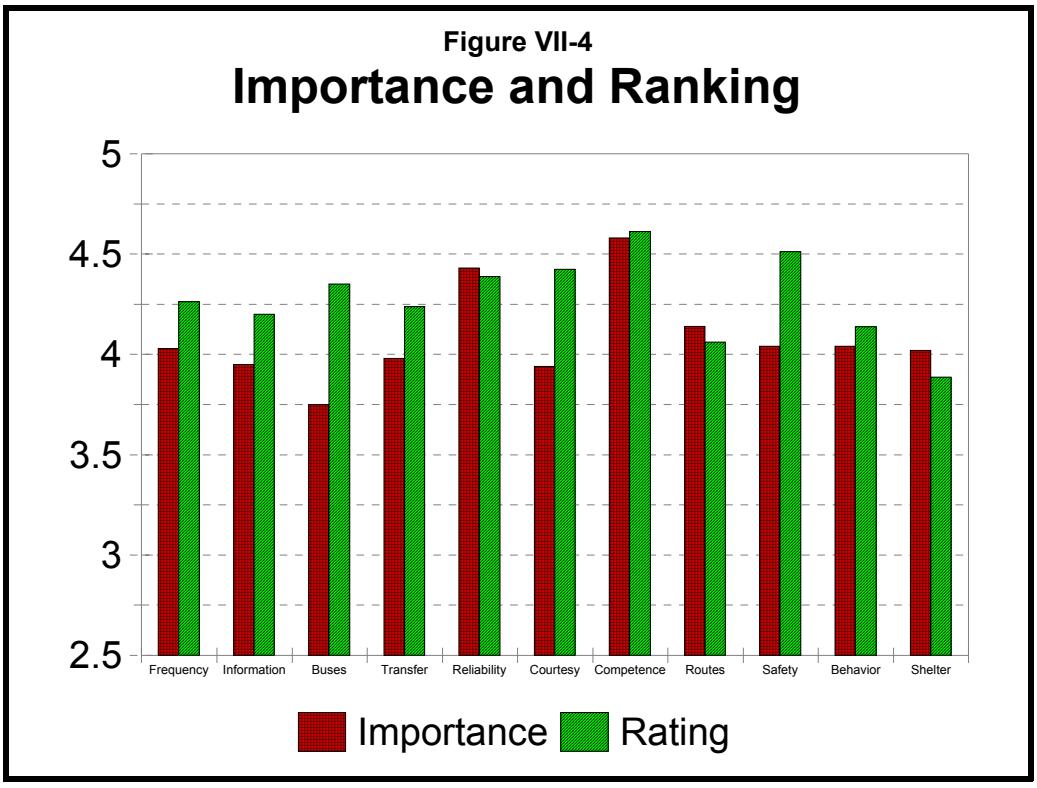
| Attribute | 1 | 2 | 3 | 4 | Average Score |
|---|---|---|---|---|---|
| Service Frequency | 1 | 17 | 68 | 72 | 3.41 |
| Availability of Schedule Information | 2 | 27 | 53 | 76 | 3.36 |
| Condition of Buses | 2 | 8 | 71 | 77 | 3.48 |
| Transfer Convenience | 8 | 35 | 52 | 56 | 3.39 |
| Schedule Reliability | 3 | 13 | 53 | 89 | 3.51 |
| Driver Courtesy | 0 | 13 | 52 | 94 | 3.54 |
| Driver Competence | 0 | 7 | 44 | 108 | 3.69 |
| Bus Routes | 8 | 27 | 57 | 65 | 3.25 |
| Bus Stop Safety | 1 | 12 | 56 | 87 | 3.61 |
| Freedom from Nuisance Behavior | 3 | 29 | 54 | 72 | 3.31 |
| Shelter at Bus Stops | 9 | 35 | 65 | 47 | 3.11 |

*Source: LSC, 2003*

Figure VII-4 shows the comparison of importance and rating of Summit Stage attributes. The rating score has been adjusted so that the two ranges may be compared. To interpret this graph, one should look for gaps between the importance score and the rating score for Summit Stage. This is particularly true where importance is much higher than the rating of the current service. As can be seen, there are only three areas where the importance is higher than the rating of the existing service and in each case there is only a small difference. These three attributes are schedule reliability, bus routes, and shelter at bus stops. In most cases, the rating of service is higher than the importance with several—such as condition of buses, driver courtesy, and safety at bus stops—having significant gaps. This analysis gives an indication of what characteristics of service should be given attention and which should possibly be publicized as strengths of Summit Stage. For example, the high ratings of driver competence and courtesy provide an

opportunity to use drivers in marketing pieces emphasizing the quality of service provided by Summit Stage.

**Figure VII-4**




## RECOMMENDATIONS FOR SERVICE CHANGES

The interview included questions about changes in service which would make Summit Stage more attractive. Interviewees were asked about specific characteristics of service and whether the improvement would make the service more attractive to them. The results are presented in Table VII-7. The improvements which were seen as most attractive are more frequent service, service with no transfers, and shorter travel times. The least attractive improvements are earlier service and later service.

**Table VII-7**
**Attractiveness of Possible Transit Service Improvements**

| Improvement | 1 | 2 | 3 | 4 | 5 | Average Score |
|---|---|---|---|---|---|---|
| More Frequent Service | 42 | 22 | 82 | 76 | 148 | 3.72 |
| Routes Closer to Home | 77 | 24 | 51 | 49 | 169 | 3.56 |
| Earlier Service | 136 | 50 | 93 | 25 | 66 | 2.55 |
| Later Service | 102 | 30 | 77 | 50 | 111 | 3.10 |
| Service with No Transfers | 57 | 29 | 73 | 48 | 163 | 3.62 |
| Shorter Travel Times | 55 | 29 | 67 | 59 | 160 | 3.65 |
| Service to Areas not Currently Served | 79 | 53 | 76 | 47 | 115 | 3.18 |

*Source: LSC, 2003*

Although service to areas not currently served was not one of the highest ranked improvements, 32 percent of respondents indicated there were areas not currently served that should have service. Areas mentioned most often were Blue River (18 responses), Summit Cove (18 responses), and Peak Seven (10 responses).

Interviewees were also asked what they thought was the biggest drawback to use of public transportation. The results are shown in Table VII-8. The greatest drawback was seen as transit taking too long. This corresponds with the most attractive improvement being shorter travel times.

**Table VII-8**
**Drawbacks to Using Public Transportation**

| Drawback | Number | Percentage |
|---|---|---|
| Doesn't go where I need it to | 26 | 6.7% |
| Doesn't go when I need it to | 17 | 4.4% |
| Takes too long | 104 | 26.7% |
| Inconvenient/not as convenient as car | 46 | 11.8% |
| Not reliable enough | 10 | 2.6% |
| Too many transfers | 18 | 4.6% |
| Other people using system | 12 | 3.1% |
| No drawbacks | 60 | 15.4% |
| Other | 96 | 24.7% |

*Source: LSC, 2003*

The relative importance of service attributes and the attractiveness of improvements are significant factors to be considered in the development of service options. These findings have been used to develop service options for Summit Stage.