

2012

Santa Rosa CityBus

2012 Passenger Study

Survey Findings

Conducted by:
Redhill Group, Inc.
August 15, 2012



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Executive Summary

Methodology

Under contract to the MTC, Redhill Group conducted a survey of Santa Rosa CityBus riders to provide highly accurate trip information. The survey also included traditional demographics, languages spoken, fare media and selected attitudinal questions. The survey employed a new methodology that includes a brief, two-minute onboard survey that is limited to origin and destination-types and rider contact information. This much shorter initial survey format leads to significantly higher rider participation compared to traditional onboard surveys and minimizes non-response bias for short trips.

The short onboard survey is followed up by a telephone survey that incorporates real-time trip mapping. Replacing a detailed self-administered paper and pencil survey with a telephone survey minimizes literacy issues that often result in non-response bias. The real-time trip mapping component ensures that each component of a rider's complete trip is accurately captured including all trip segments, transfers, and logical access and egress information. Together, these enhancements in survey methodology produce a more accurate picture of true travel patterns, enabling more effective route and schedule planning.

The goal of the survey was to collect a representative sample of five percent of all boardings for riders 16 or older. Because the average number of boardings per one-way trip for CityBus is 1.66 and most riders do round-trips, the average number of boardings per unique rider is approximately three per day, and accordingly the five percent boarding figure equates to 15 percent of all riders.

The five percent goal of average daily weekday boardings (10,250) translates into 513 completed surveys. This was then divided into targets in proportion to boardings for each route and for each daypart (AM Peak, Midday, PM Peak, and Night) to ensure a representative sample. To ensure adequate telephone surveys were completed, an average of 2.5 field surveys were collected for each anticipated phone survey. This produced a field survey target of 1,283 surveys.

Field surveying was conducted April 24th - 27th, Tuesday through Friday. Follow-up telephone surveying was between April 27th and May 31st. The final results for the surveying process included a total of 615 completed phone surveys and 1,739 field surveys. All final survey targets by route and daypart were also achieved.

An additional methodology change to provide more actionable reporting was to combine all home based trips, creating a new home-based trip purpose by reversing trips that were home-bound. This provides a clearer picture of outbound trips.

Key Findings

- The distribution of home-based trip purposes is highly diverse with work and business appointments accounting for 36 percent, and K-12 and college accounting for 25 percent. This is rounded out by 15 percent social/recreational, 14 percent shopping, eight percent medical/dental and two percent escorting young or elderly passengers.
- The trip purpose distribution is in line with employment and school demographics with approximately one-third (32%) of riders indicating that they work only, 27 percent indicating that they are students only, and 11 percent saying that they are both students and workers. Nearly a third (30%) are neither employed nor students.
- Access to transit is almost completely by walking (97%) with two percent bicycling and one percent other. The average access walk time is 6.4 minutes. Riders' egress modes mirror their access modes almost exactly and the average walk time is 5.4 minutes, likely reflecting higher density at typical non-home trip destinations than in residential areas.
- Forty percent of CityBus riders complete their one-way trip riding one bus while 54 percent require one transfer, and six percent require two or more transfers.
- Cash still accounts for a majority (59%) of fare payments, while City-Pass is the primary non-cash fare media at 34 percent. CityBus ticket books account for three percent, and all other options are one percent or less.
- A majority of riders (62%) pay full adult fares with the largest discount groups being students (16%), disabled riders (12%), and seniors (10%).
- The vast majority of riders provide positive ratings for CityBus's overall performance with 44 percent rating it "good" and 39 percent rating it "excellent." This compares with only 12 percent that provided a "fair" rating and two percent that said it was "poor."
- When asked how they would most like to see CityBus service improved, the most popular improvement was later evening service, cited by 40 percent. At approximately half this level, more frequent service and being more consistently on time were each selected by 19 percent. At a much lower level, earlier morning service and requiring fewer transfers were mentioned by seven and five percent respectively.
- Over two-thirds of CityBus trips are made by riders that are transit dependent as indicated by 69 percent saying they do not have a driver's license.
- When asked how they would make their trip if CityBus was not an option, 17 percent said they would not make the trip. About a third (32%) said they would walk, and 26 percent said they would have someone drive them. Other options included bicycling (8%), taxi (6%), driving alone (3%), and carpooling (1%).

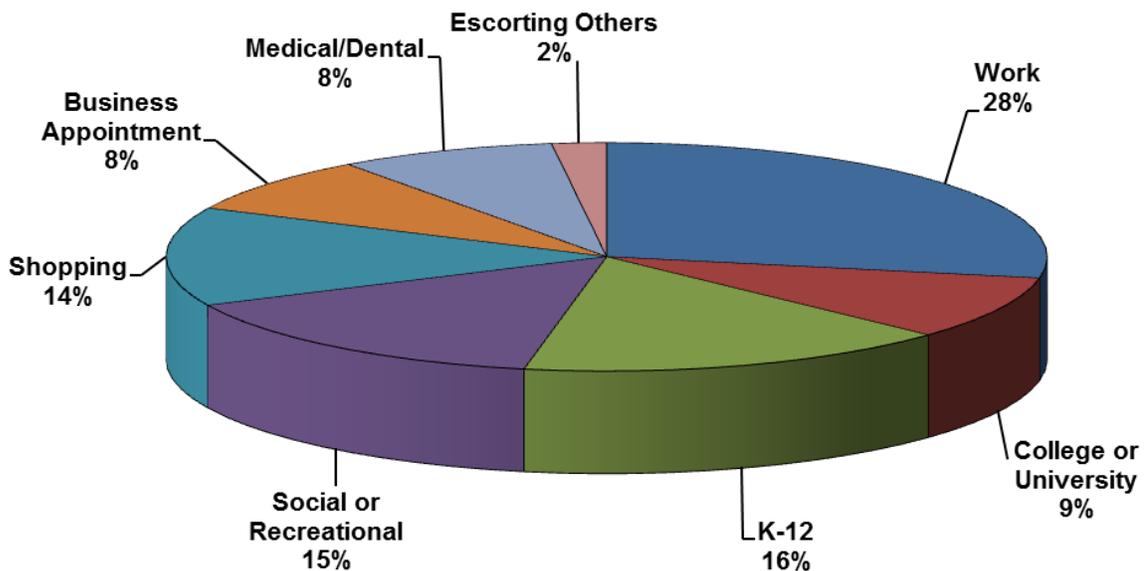
Trip Characteristics

Riders were surveyed during all parts of the day and in both directions on all routes. This produces a relatively balanced sample of “inbound” and “return” trips. The vast majority of these trips (88%) include home as either the trip origin or destination.

In traditional onboard survey reporting, all origins are reported on together regardless of trip direction. This results in the information about trip origins and access being a combination of home, work and other ultimate origin-types. As such it does not produce a clear and meaningful picture of the trip from home to the first transit boarding point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To overcome this, a modified database has been created from the original that reverses all trips that are home-bound, converting the destination from home to the original non-home origin, and making home the new origin. This modified database provides a consistent picture of all outbound trips from home to the ultimate trip destination-type. The first section of the report provides reporting on this modified database to show a more meaningful and actionable picture of rider behavior.

Figure 1: What Was Your Trip Purpose?
n = 546



Although work represents the largest proportion of trip-purpose destinations from home-based trips, the distribution of destination types is highly diverse. Work

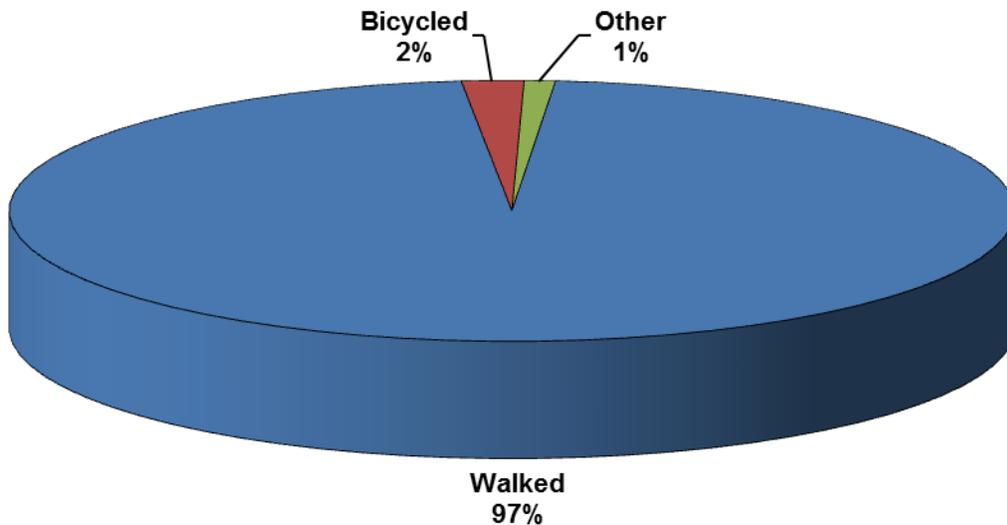
accounts for 28 percent of all trips. Business appointments account for an additional eight percent, and together they account for just over a third of all trips. This is in line with riders' reporting of work status with 43 percent indicating that they are currently employed.

Not surprisingly, school is the second largest trip destination with 16 percent of riders going to K-12 schools and an additional nine percent going to colleges or universities for a total of 25 percent. This is in line with 38 percent of riders that report that they are students.

Social and recreational trips account for 15 percent, and shopping accounts for 14 percent. Medical/dental trips are also a common destination at eight percent. Escorting children or elderly riders also accounts for two percent of all trips.

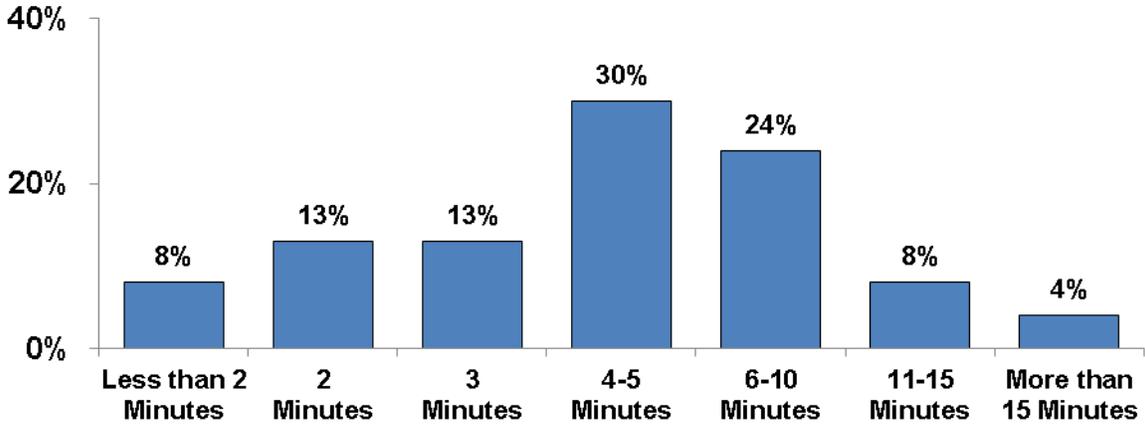
Since over two-thirds of all riders report that they do not currently have a driver's license, it appears that the CityBus rider base is predominantly transit dependent, and accordingly the distribution of trip purposes reflects all of their daily needs.

Figure 2: How Did You Get From Your Home to Your First Boarding Point?
n = 546



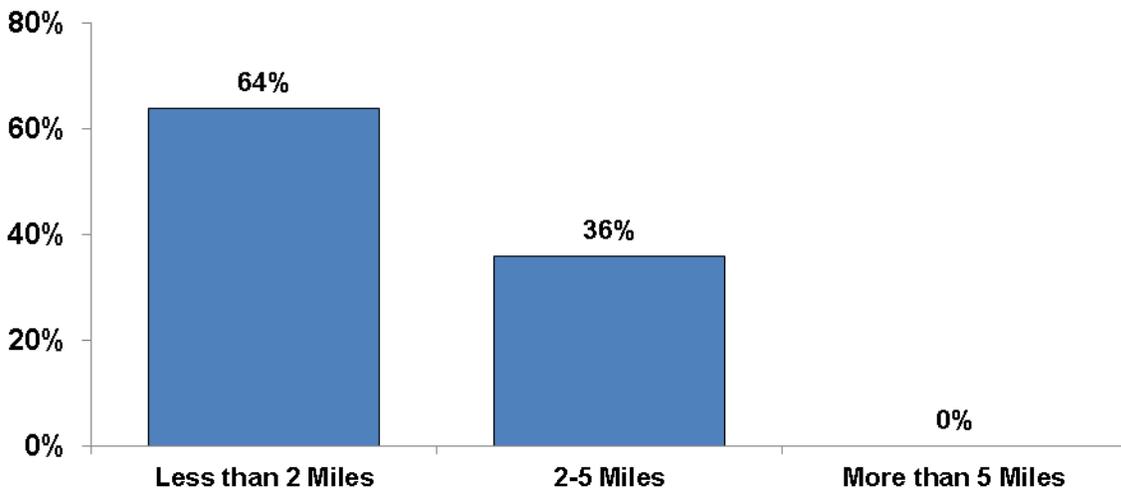
The vast majority (97%) of bus riders walk from home to their first transit boarding point. The only other significant rider access mode at two percent, is bicycling from home to the bus stop. Although other riders drive alone, carpool or are dropped off, combined they only account for one percent of all trips.

Figure 3: How Many Minutes Did It Take You to Walk From Your Home to Your First Boarding Point?
n = 529



Among the riders who walk from home to their first boarding point, the most common time at 30 percent is four to five minutes. This is followed by 24 percent that have a walk time of six to ten minutes. There are twelve percent that have walk times in excess of 10 minutes, but a much larger proportion of riders walk three or fewer minutes at 34 percent. The overall average walk time from home to the first boarding point is 6.4 minutes.

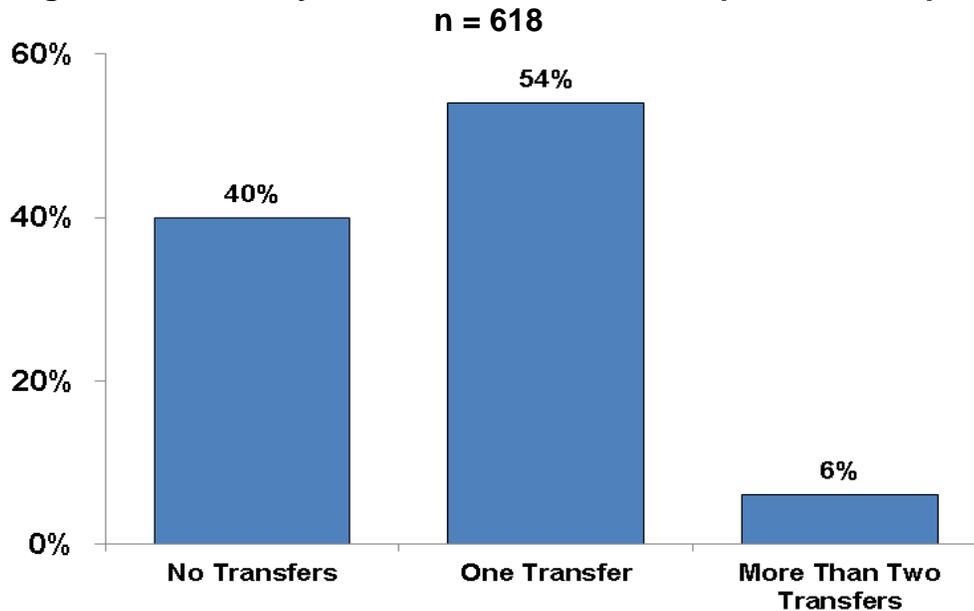
Figure 4: How Many Miles Is It From Your Home to First Boarding Point?
n = 17



For riders that do not walk from home to the bus (3% of all riders), 64 percent travel less than two miles. The remaining 36 percent travel two to five miles with none

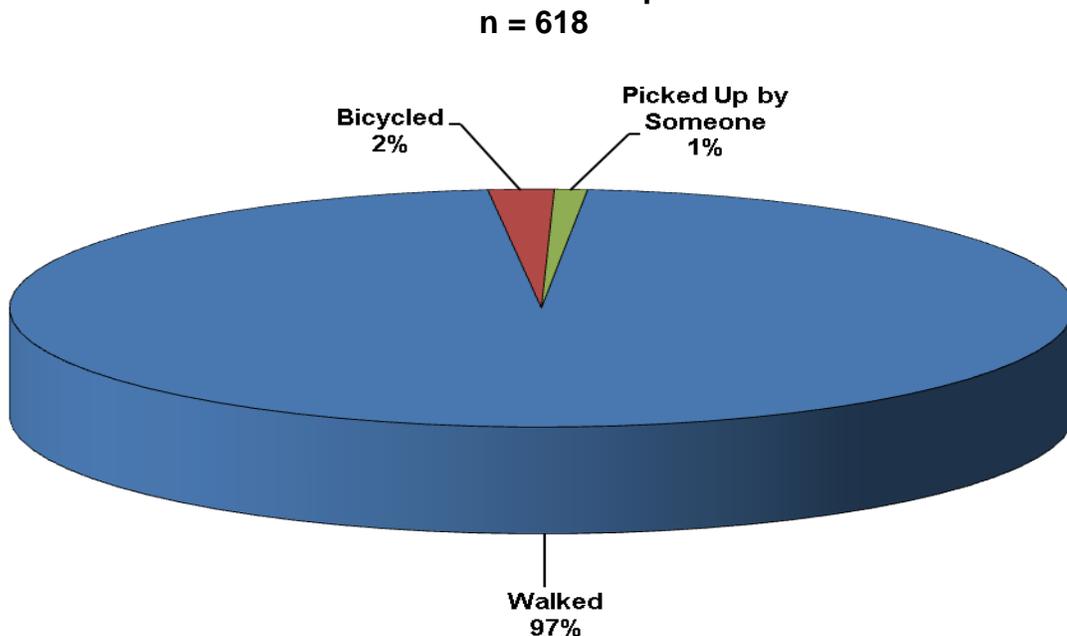
traveling over five miles. The average distance traveled to the first boarding point for non-walkers is 1.3 miles.

Figure 5: How Many Transfers Needed To Complete Your Trip?



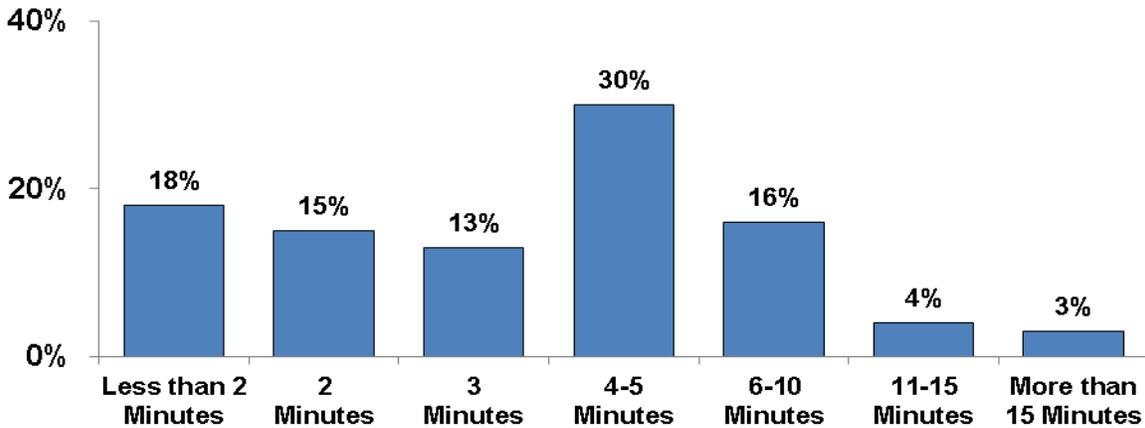
Forty percent of bus riders complete their bus trip with no transfers. Slightly over one half of riders (54%) make one transfer to finish their trip, and only six percent of all trips require two or more transfers.

Figure 6: How Did You Get From Your Last Stop to Non-Home Destination?



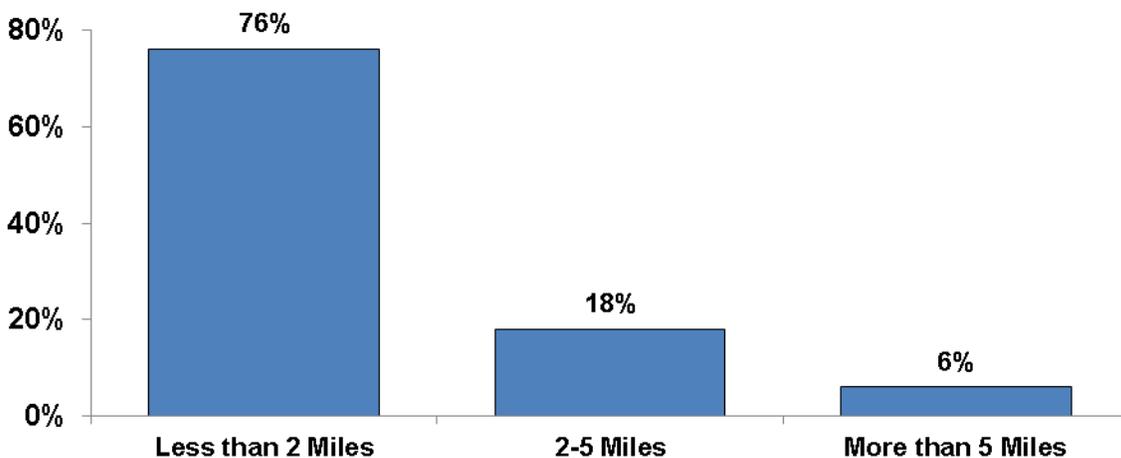
Almost all bus riders (97%) walk from their last stop to their non-home destination. Only two percent bicycle and another one percent get picked up from their last stop to their non-home destination.

Figure 7: How Many Minutes Did You Walk to Your Non-Home Destination?
n = 529



As with walking to their first transit boarding point, the most common walk time to the final destination point is four to five minutes at 30 percent. Sixteen percent walk 6-10 minutes, and only seven percent walk more than 10 minutes. Conversely, a total of 46 percent walk less than four minutes. The average walk time to riders' destinations is 5.1 minutes.

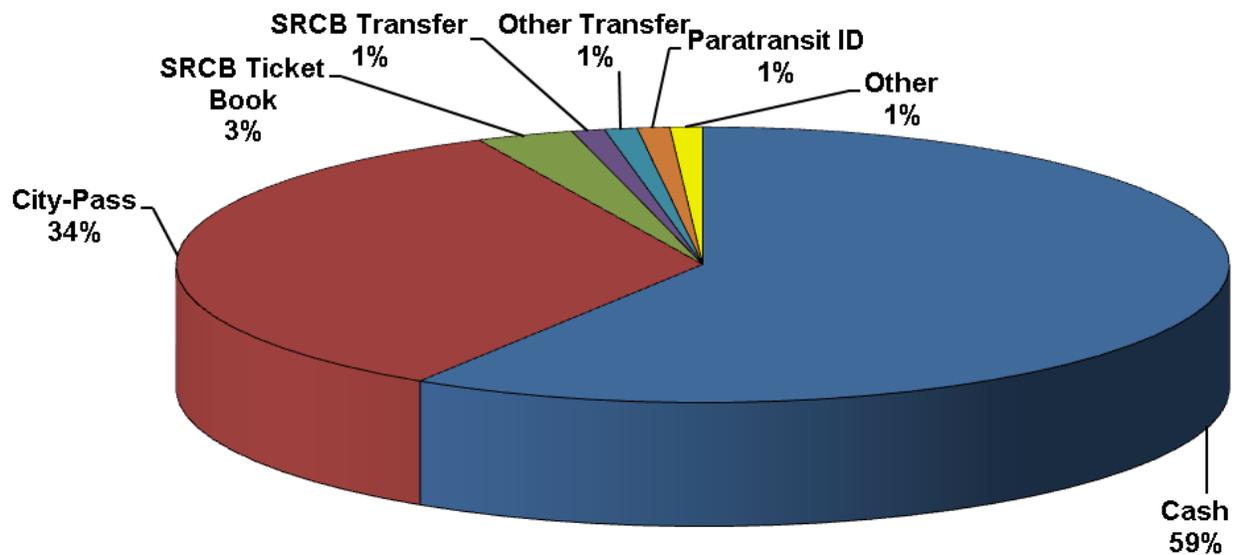
Figure 8: How Many Miles Was It From Your Last Stop to Your Non-Home Destination?
n = 17



Of those riders who bicycle or get picked up from their last stop, the majority (76%) travel less than two miles to their non-home destination. Eighteen percent of riders travel two to five miles, and only six percent travel more than five miles.

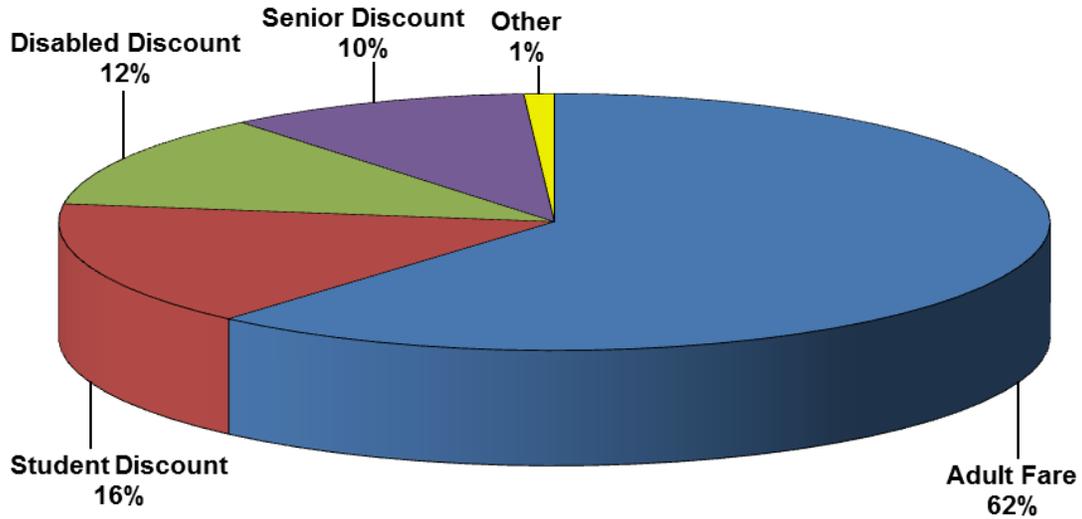
Fare Media

Figure 9: How Did You Pay For Your Bus Fare?
n=618



At 59 percent, cash is the primary method of payment. One third of riders (34%) use a City-Pass to pay for their fare, while only seven percent use some other form of payment.

Figure 10: Was That a Full, Adult Fare, or Discounted Fare?
n=61

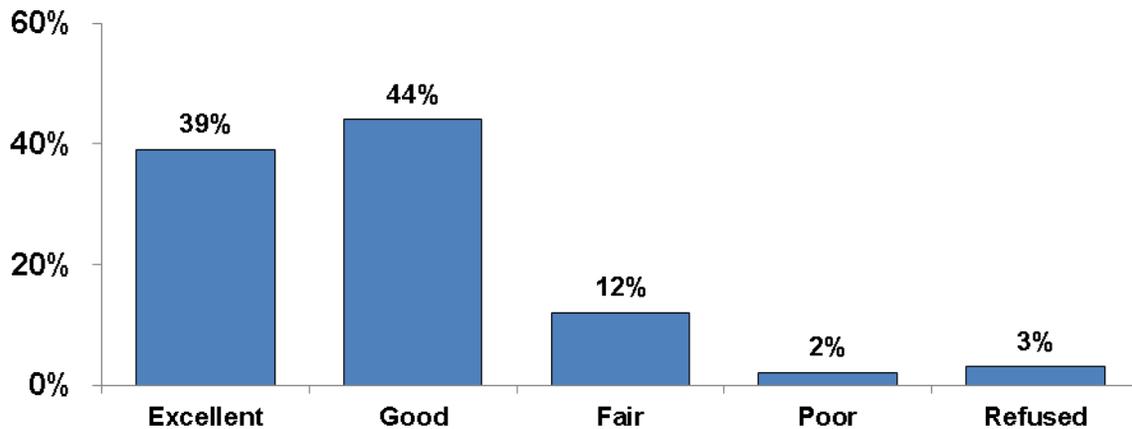


Sixty-two percent of riders do not receive a discount and thus pay a full adult fare. Among the discounted fares, a student discount represents the highest percentage with 16 percent of riders taking advantage of this fare. Twelve percent of riders utilize a disabled discount, and ten percent use a senior discount.

CityBus Performance

Figure 11: How Would You Rate Santa Rosa CityBus Overall?

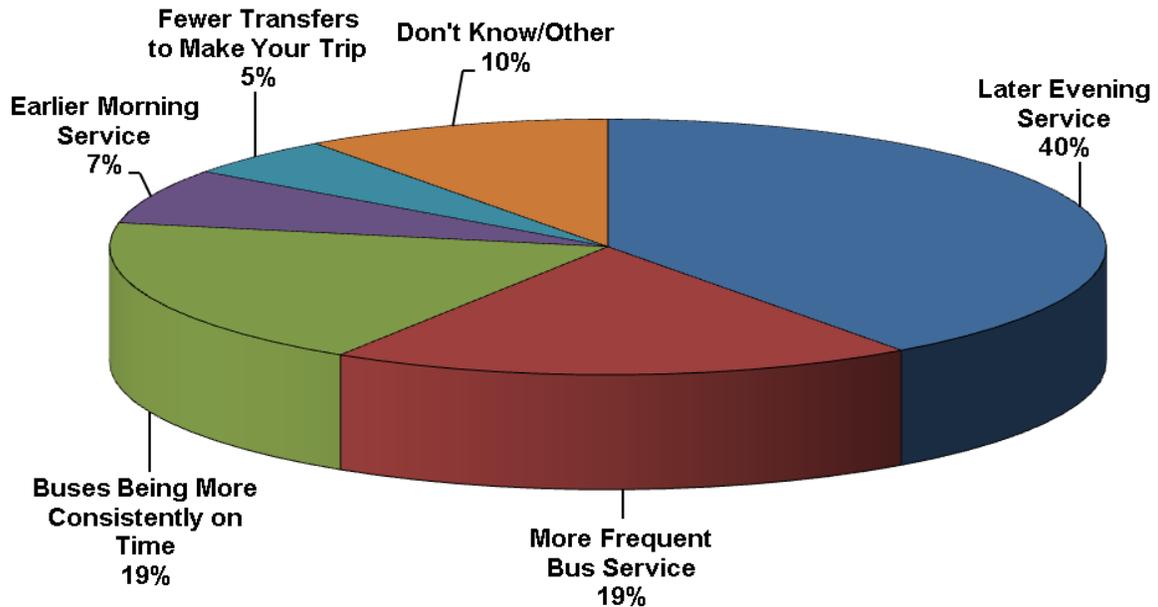
n = 618



On a scale from poor to excellent, most riders (83%) have a positive opinion of Santa Rosa CityBus with 44 percent of the riders indicating their perception of CityBus to be good and 39 percent indicating their perception of CityBus to be excellent. Twelve percent of riders perceive CityBus as fair, and only two percent of riders view CityBus' overall performance as poor. Three percent refused to answer this question.

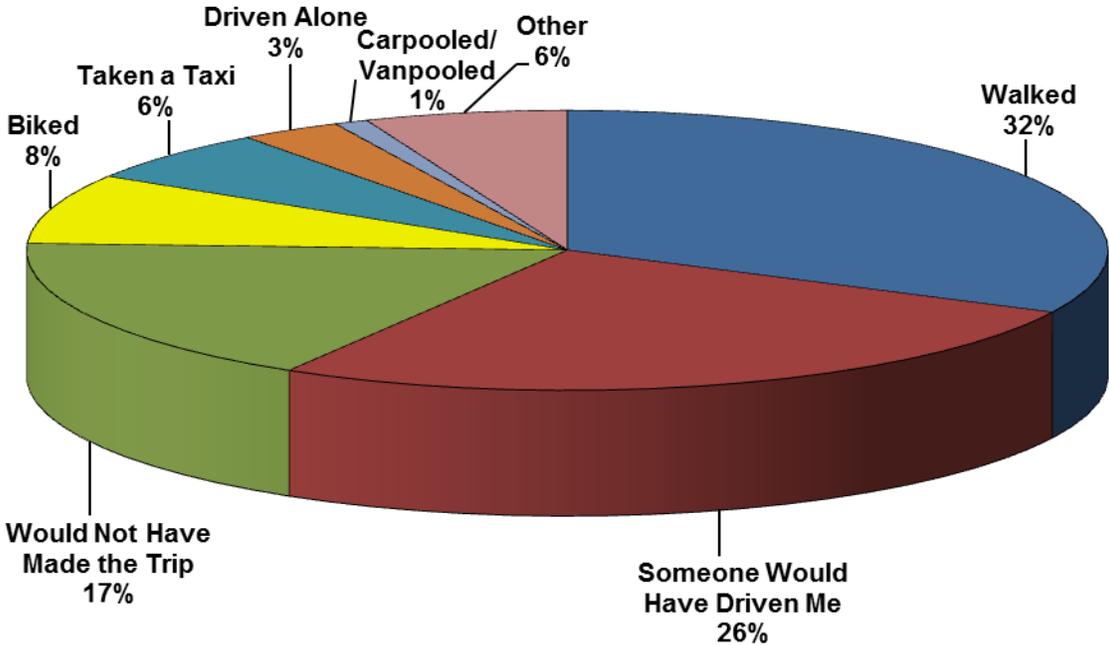
Although students are no more positive about CityBus than other riders, those that receive a student discount provide more positive ratings on average than those who do not. Riders that have a driver's license and might be considered to be choice riders also provide more positive ratings on average than those without a driver's license, who are more likely to be transit dependent. Satisfaction also tends to rise with age with only 28 percent of riders under the age of 20 providing an excellent rating but the proportion increasing consistently with each age category to 50 percent for riders 50 or older. Finally, the more legs a rider takes in their trip the more likely they are to have a negative perception of CityBus' performance.

Figure 12: How Can The Santa Rosa CityBus Be Improved?
n=618



Riders were also asked to choose one of five possible specific improvements that could possibly be implemented by CityBus. Later evening service is the most commonly requested improvement at 40 percent, and this is relatively consistent across all demographic breakouts. More frequent bus service and buses being more consistently on time are tied for second with each cited by 19 percent of riders. The least requested improvements are earlier morning service and fewer transfers to make their trip at seven and five percent respectively. Ten percent of riders either have another suggestion or do not think that CityBus needs to make any improvements.

**Figure 13: If There Was No Bus, How Would You Have Made Your Trip?
n = 618**

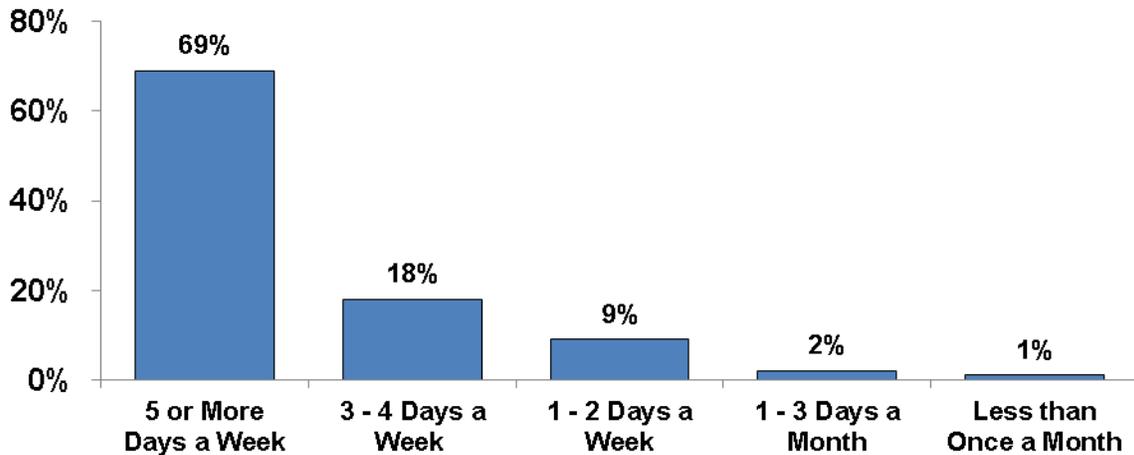


When asked what they would do if Santa Rosa CityBus service was not available, 17 percent of riders indicated that they would not make a bus trip at all. Thirty-six percent of riders would use another form of vehicular transportation (26% driven by someone, 6% taxi, 3% drive alone, 1% carpool), while 40 percent would either walk (32%) or bike (8%). Six percent of riders would use a form of alternate transportation not shown above.

Transportation Demographics

Figure 14: How Often Do You Ride Santa Rosa CityBus?

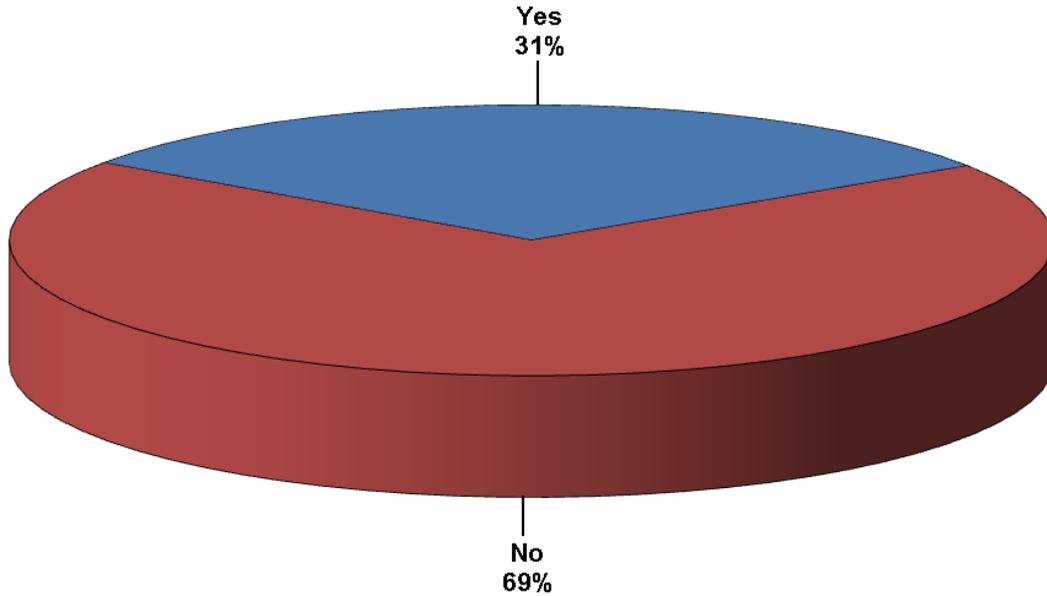
n = 618



Over two-thirds of all trips (69%) are made by riders that use the bus five or more days a week. Eighteen percent of trips are by riders that ride three to four days a week and nine percent are by riders that use the bus one to two days a week. The remaining three percent of trips are made by patrons that ride one to three days a month, and by riders that use the bus less than once a month.

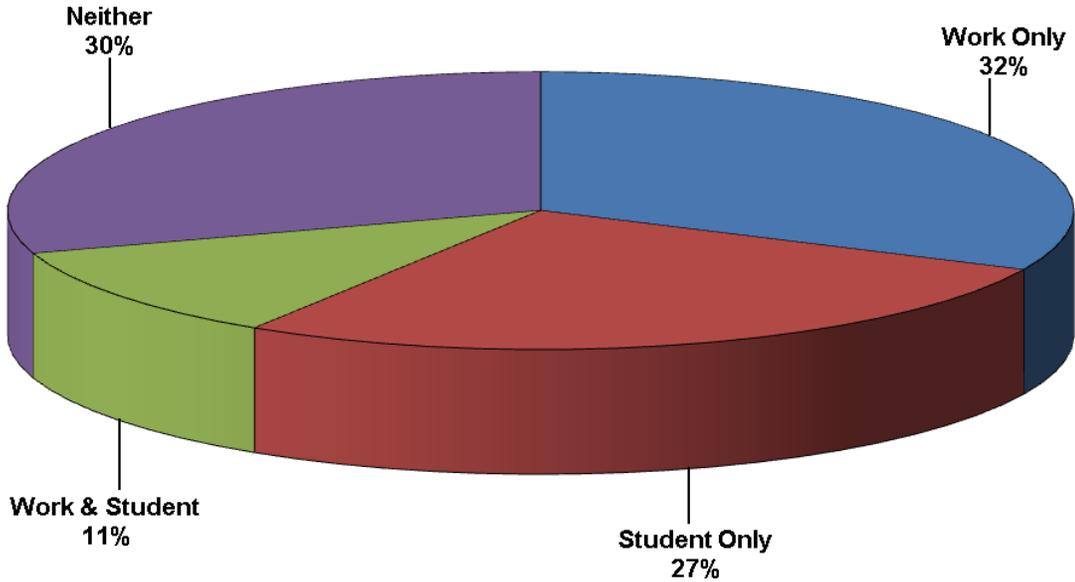
Riders that do not have a driver's license ride more frequently than those that have one, and employed riders also ride more frequently than those who are unemployed. Finally, as would be expected, riders that use a pass to pay their fare are more frequent riders than those that pay cash.

Figure 15: Do You Currently Have a Driver's License?
n=618



Over two-thirds of CityBus trips (69%) are made by riders that do not currently have a driver's license. At 38 percent, men are more likely to have their driver's license than women at 25%. Of those respondents under the age of 20, only six percent have a driver's license. Hispanic riders are also less than half as likely to have a driver's license at 16 percent compared to 39 percent for non-Hispanic riders. Students and those that are not employed are also less likely than their counterparts to have a license at 23 percent and 25 percent respectively versus 35 percent and 38 percent.

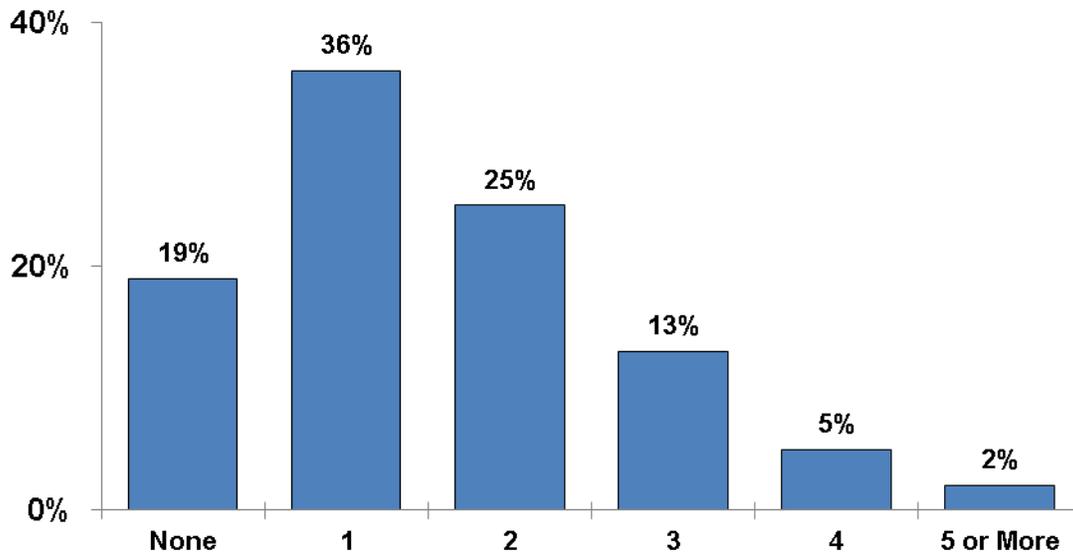
Figure 16: Are You Currently Employed and/or a Student?
n=61



Just over ten percent (11%) of riders are both employed and students. Just under one third (32%) are only employed, while more than a quarter (27%) are only students. Nearly one third (30%) of riders are neither employed nor a student. As might be expected, riders 60 year or older are the most likely to neither work or be a student.

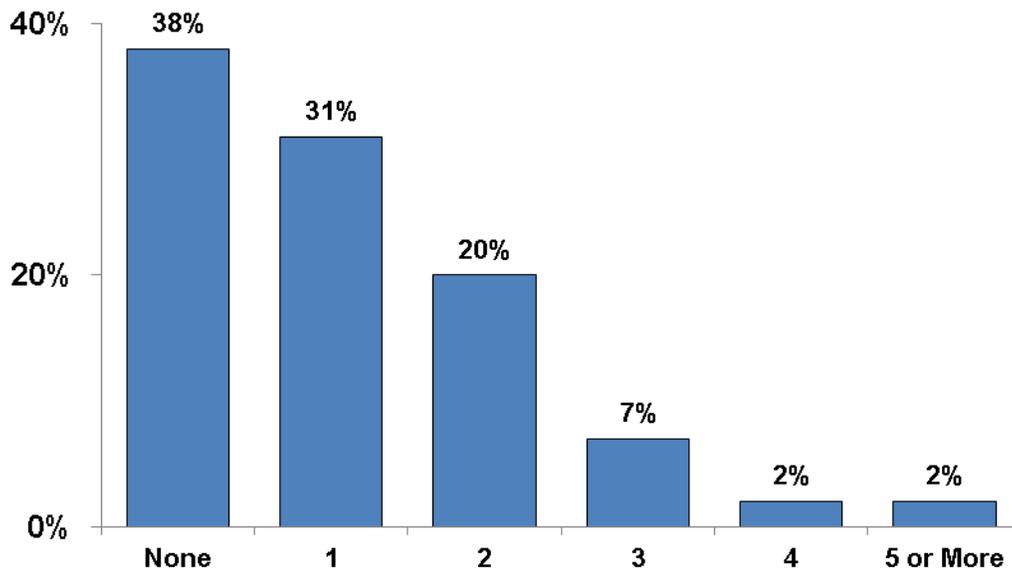
Rider Demographics

Figure 17: How Many People Are Employed in Your Household?
n = 615



Over a third of riders (36%) have one person who works either full-time or part-time in their household. A quarter of the riders' households have two people who are employed, and 19 percent of riders do not have anyone in their household who is employed. Thirteen percent have three people employed in their household, and seven percent have four or more employed people in their household.

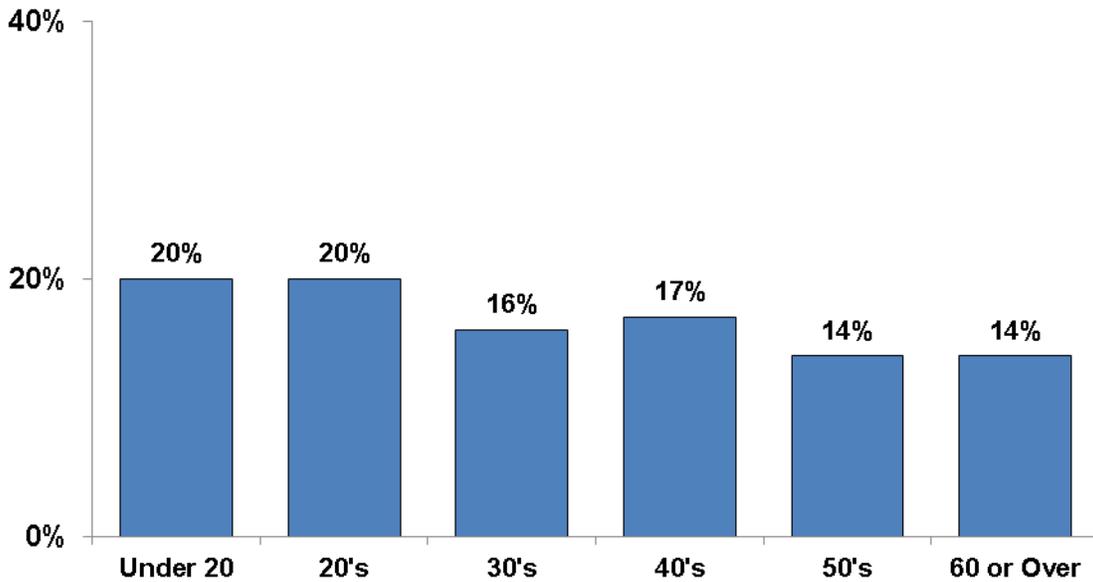
Figure 18: How Many Drivable Vehicles Are Available To Your Household?
n = 615



Most CityBus riders (62%) have at least one drivable vehicle available to their household, but over a third (38%) do not have any drivable vehicles. Over half of the riders (51%) have either one (31%) or two (20%) drivable vehicles available. Only 11 percent of riders have three or more operating vehicles available to their household.

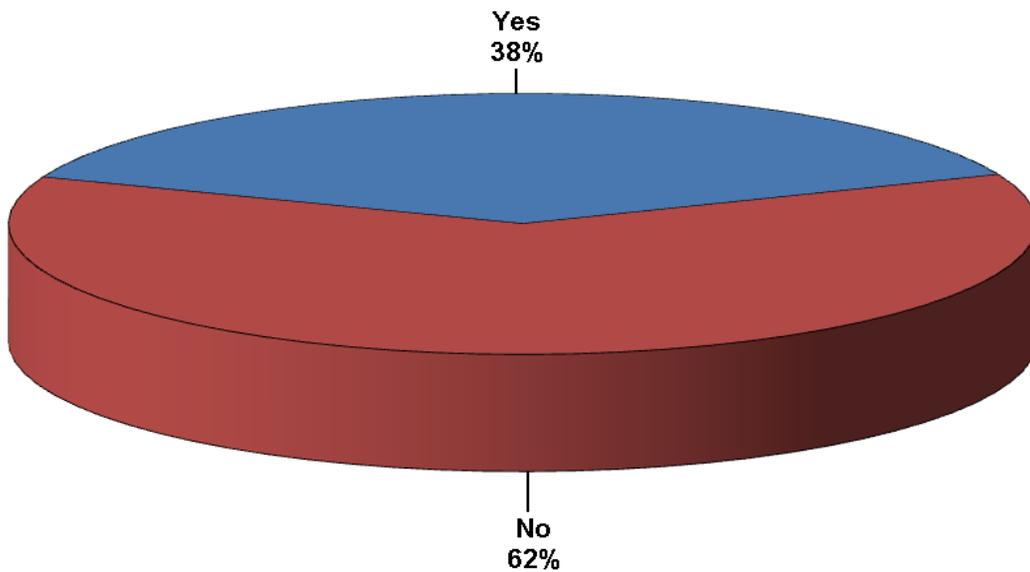
Having a vehicle available to the household is directly related to income ranging from a low of 38 percent for those with incomes below \$10,000, and increasing with each income category up to 95% for those with incomes above \$50,000. It is negatively related to rider age with vehicle availability for the youngest riders (under 20) at a high of 86 percent and then declining with each age category to 43 percent for riders over 50 years of age. Hispanic riders are more likely to have a vehicle in the household at 76 percent compared to 54 percent for non-Hispanic riders. This is possibly related to the larger number of workers in households of Hispanic riders.

Figure 19: What Is Your Age Category?
n = 616



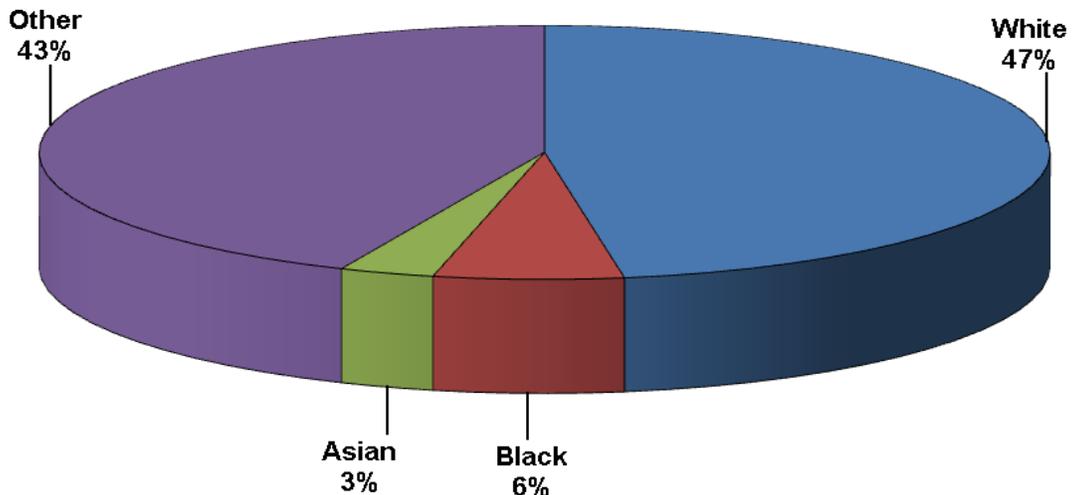
The age of riders are distributed relatively evenly across the different age groups. Riders under the age of 20 and those in their 20's each comprise 20 percent of the responses. Other age groups are nearly even in distribution at 16 percent for riders in their 30's, and 17 percent for riders in their 40's. While riders in their 50's and those 60 or older both account for 14 percent of the riders.

Figure 20: Are You Hispanic, Latino or of Spanish Origin?
n = 617



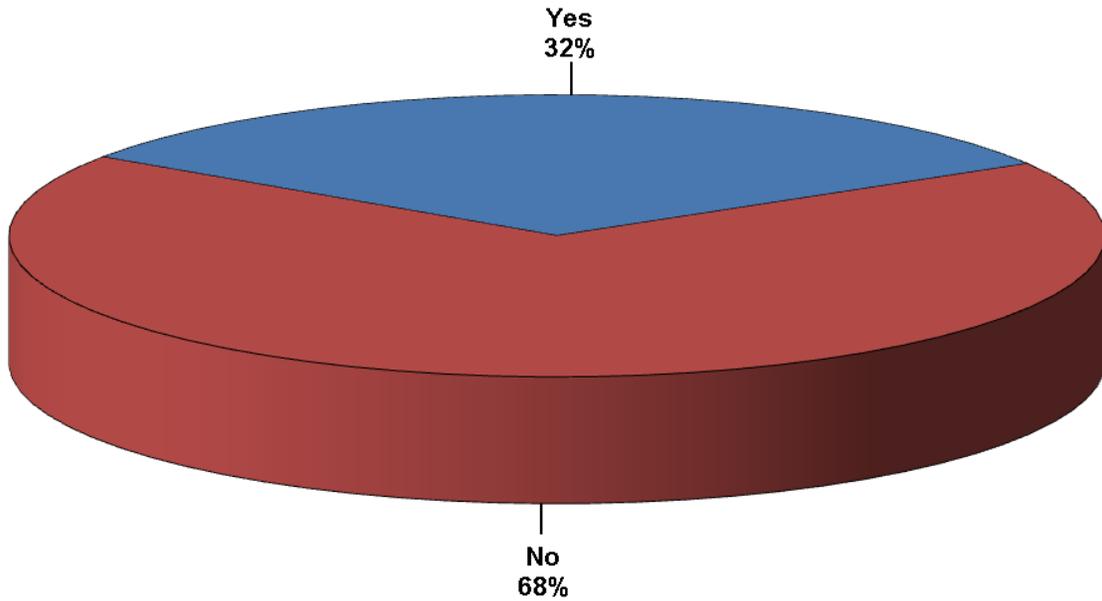
The proportion of surveyed riders that are Hispanic or Latino is slightly more than one third (38%) of all riders. Sixty-two percent are not of Hispanic or Latino origin.

Figure 21: What is Your Race?
n = 618



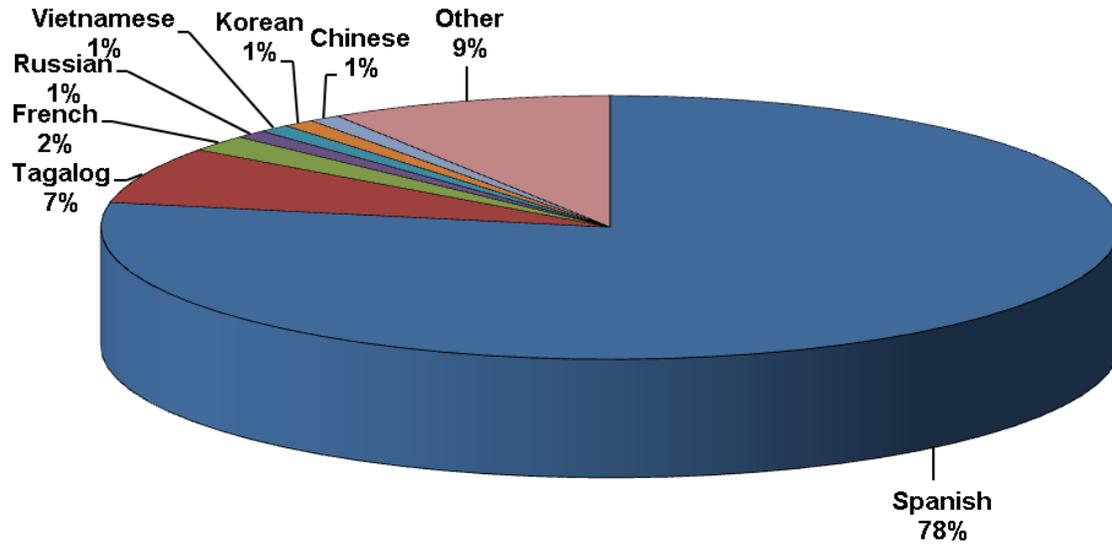
At 47 percent the largest proportion of CityBus riders identify their race as White, with six percent saying Black and three percent Asian. A large proportion also identified themselves as “other” which includes Hispanics who also consider this to be their race.

**Figure 22: Do You Speak a Language Other Than English at Home?
(English Language Survey Respondents Only)
n = 561**



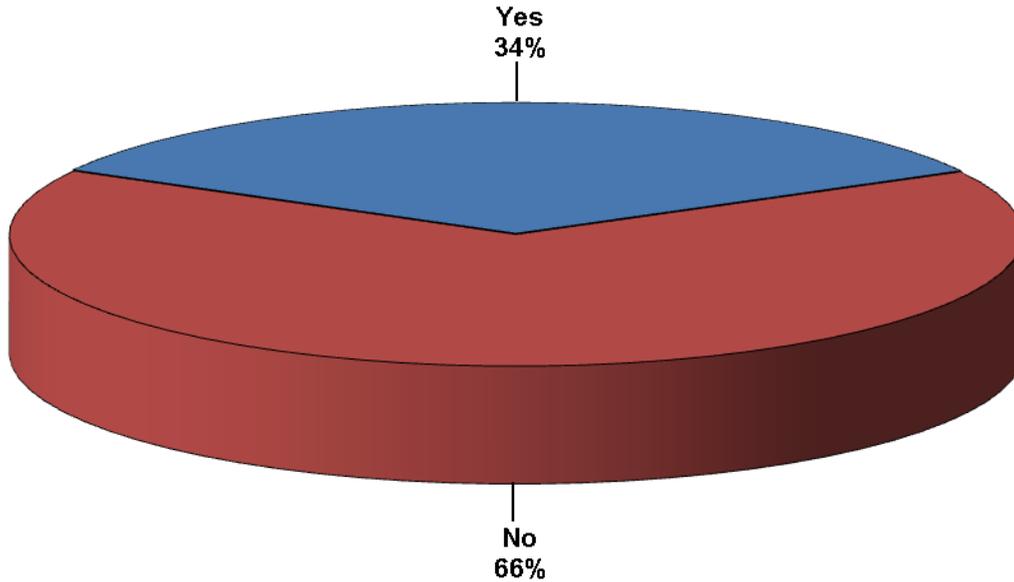
Of the English speaking riders, 32 percent speak a language other than English at home. Seventy-four percent of those who speak another language at home are of Hispanic or Latino origin.

**Figure 23: What Language Do You Speak at Home?
(English Language Survey Respondents Only)
n=164**



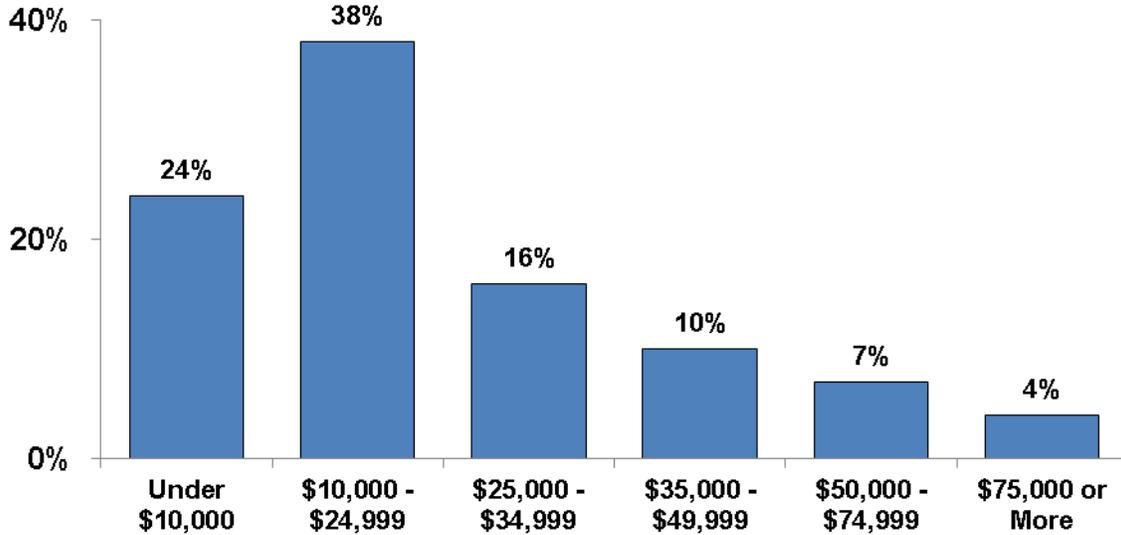
At 78 percent, Spanish is by far the most common language of riders (both Hispanic and non-Hispanic) who indicated that they spoke a language other than English at home. The second highest language spoken at home was Tagalog at seven percent. French is spoken by two percent of riders, while Russian, Vietnamese, Korean, and Chinese are all only spoken by one percent of riders.

**Figure 24: Do You Speak a Language Other Than Spanish at Home?
(Spanish Language Survey Respondents Only)
n = 57**



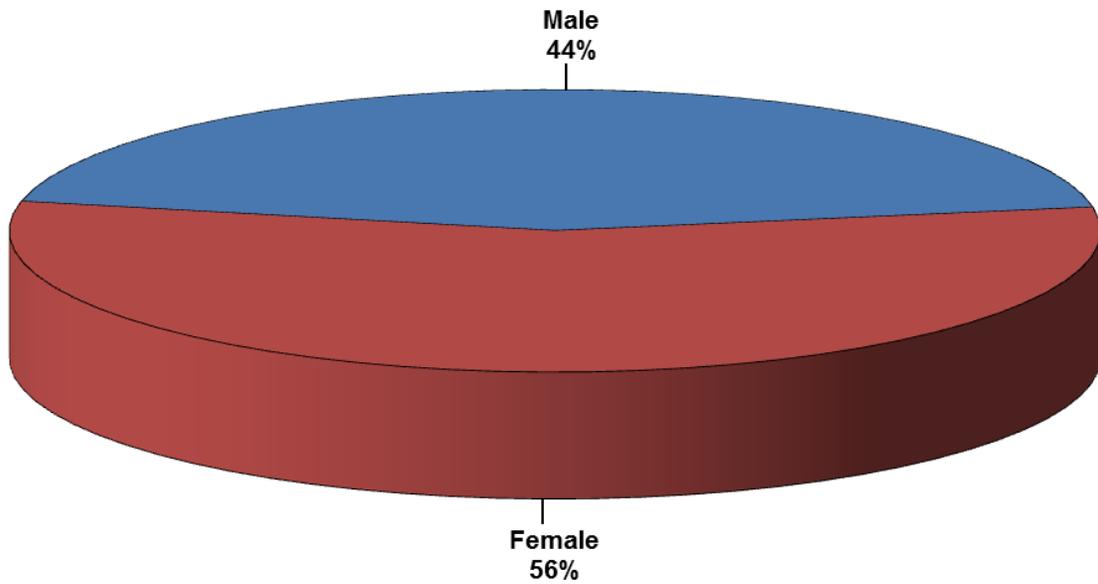
A third of bus riders who completed the survey in Spanish speak a language other than Spanish at home. Of these riders, 95 percent speak English at home and the remaining five percent speak Mayan.

Figure 25: What Is Your Total Household Income?
n = 513



The most prevalent household income of riders is \$10,000 to \$24,999 at 38 percent followed by under \$10,000 at 24 percent and \$25,000 to \$34,999 at 16 percent. The total household incomes for riders that were above \$35,000 were relatively evenly distributed among the remaining income groups with \$35,000 to \$49,999 at ten percent, \$50,000 to \$74,999 at seven percent, and \$75,000 or more at four percent.

Figure 26: Gender
n = 618



A slight majority of Santa Rosa CityBus riders are female with 56 percent female riders and 44 percent male riders.