

To: Marketing, Planning & Legislative Committee

Date: 11/25/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

SUBJECT: MTC Onboard Passenger Survey

Background:

Since 2010, the Metropolitan Transportation Commission (MTC) has managed a regional transit passenger survey program for fixed-route services operating within the nine-county Bay Area. The purpose of the survey is to collect data that is used by MTC to support regional planning efforts and to fulfill Title VI requirements. Surveys are conducted by MTC for each operator roughly every five to seven years. MTC just completed its most recent survey of County Connection's passengers in October 2019.

Survey Results:

Surveyors collected a total of 1,079 responses on weekday routes, or about 9% of average weekday ridership. A sampling plan was developed in order to obtain a representative number of responses across the different routes and time periods in proportion to ridership. The survey effort did not include 600-series school routes. A smaller sample of 109 surveys was collected for weekend routes. The following results summarize weekday responses only.

Trip Characteristics

About half of passenger trips surveyed were between home and work, while about 17% of trips involved going to or coming from school. About 49% of passengers needed to make a transfer to complete their trip. This includes 35% who indicated that they transferred to or from BART, and 15% who transferred to or from another County Connection bus. A large majority (88%) indicated that they walk in order to get to and from transit.

Over two-thirds of trips (69%) started and ended within Central Contra Costa County. Almost 40% of all trips occurred within or between Concord, Walnut Creek, and Pleasant Hill. About 12% of trips started or ended in Alameda County, namely Oakland and Pleasanton, and 8% of trips started or ended in San Francisco. Another 8% of trips started or ended in Eastern Contra Costa County, including Pittsburg and Antioch.

Fare Payment

About 70% of passengers paid an Adult fare, and 25% rode for free, either on a free route or using an employer or school pass. Consistent with the increasing Clipper usage trends since

the March 2019 fare changes, about 78% of passengers who had to pay a fare indicated that they used Clipper.

Rider Profile

Of the survey responses, about 83% of riders are residents of Central Contra Costa County. The table below shows a comparison of select County Connection rider demographics to those of Central Contra Costa County overall. In particular, it includes characteristics where there are notable differences between the average County Connection rider and the average resident in the area.

	County Connection Riders	Central Contra Costa Residents⁽¹⁾
Vehicles Available		
No vehicles	22%	5%
1 vehicle	44%	27%
Household Size		
3 people	28%	17%
4 or more people	38%	25%
Workers per Household		
2 workers	46%	32%
3 or more workers	26%	6%
Annual Household Income⁽²⁾		
Less than \$25,000	25%	10%
\$25,000-\$50,000	39%	25%
\$50,000-\$75,000	20%	14%
Age		
18-24	19%	7%
25-34	25%	11%
Race		
Hispanic or Latino origin	19%	15%
Black or African American	18%	3%

Notes:

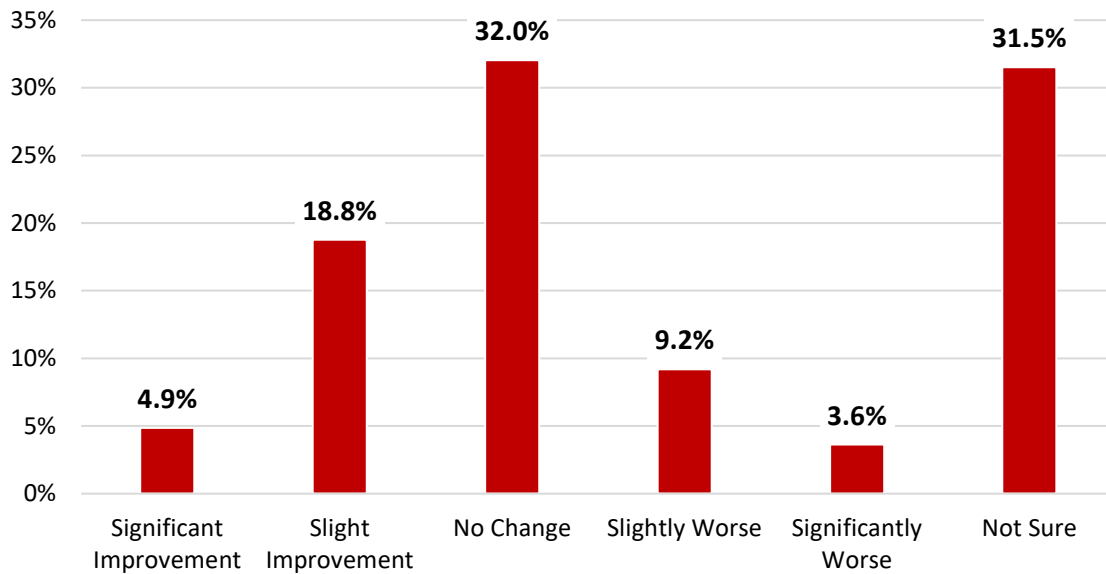
(1) Based on 2017 American Community Survey 5-year estimates

(2) About 38% of survey respondents declined to provide income information. Percentages exclude those who did not respond to this question.

Service Changes

The survey included a question asking respondents how the recent service changes in March affected their experience using County Connection. About 24% reported an improvement, while about 13% said their experience is now worse. About one-third reported no change, and another one-third of respondents were not sure.

March 2019 Service Change Impact



Overall, riders on Routes 4, 6, and 7 tended to rate the changes as an improvement. This is not surprising given that frequency was increased on two of those routes, Routes 4 and 6. Route 98X had a slightly higher percentage of respondents saying that the changes made their experience worse. Although service frequency was increased on the route, there were some later evening trips that were cut. It should also be noted that responses are not necessarily related to the route that the survey was taken on, as some riders may take multiple County Connection routes.

Financial Implications:

None. All costs associated with the survey were paid by MTC.

Recommendation:

None, for information only.

Action Requested:

None, for information only.