

To: Marketing Planning and Legislation Committee
From: Anne Muzzini, Director of Planning and Marketing
Reviewed By:

Date: October 1, 2010

SUBJECT: Route #4 Survey

SUMMARY OF ISSUES:

The City of Walnut Creek has been considering ways to reduce the budget and is including reducing service on the Route #4 – Walnut Creek Free Ride Trolley. City staff requested that a rider survey to better understand ridership patterns. The survey results represent 347 responses that were collected by a team of transit ambassadors. They did a very nice job.

Riders use the route to go to work and shopping and they represent the full age spectrum. Many riders transfer from the Route #1 which serves Rossmoor. The preferred service improvement is later night service.








These survey results will be shared with the City staff used in discussions about reconfiguring the service and/or cutting the operating hours. The City council is expected to review the service options for the route in the upcoming months. Changes will require a contract change and board approval.

RECOMMENDATIONS: None










FINANCIAL IMPLICATIONS: None at this time.

WALNUT CREEK TROLLEY (Route 4) Revision

**1. During the past seven days, which days have you ridden the bus?
(select all that apply)**

		Response Percent	Response Count
Monday		44.4%	144
Tuesday		48.8%	158
Wednesday		56.2%	182
Thursday		50.9%	165
Friday		59.6%	193
Saturday		39.8%	129
Sunday		33.3%	108
<i>answered question</i>			324
<i>skipped question</i>			23

2. Where are you coming from? (Select all that apply)

	Response Percent	Response Count
Home 	62.6%	213
Work 	18.5%	63
Shopping 	9.1%	31
Doctor/Dentist 	2.9%	10
Recreational/Entertainment 	5.9%	20
Personal Business/Errands 	7.1%	24
School/College 	9.4%	32
Visiting Family or Friends 	3.5%	12
Other 	1.5%	5
answered question		340
skipped question		7










3. How did you get to the stop where you boarded THIS BUS? (Select all that apply)

	Response Percent	Response Count
Walked	46.4%	156
Bicycled	0.6%	2
Drove & Parked	3.3%	11
Carpooled & Parked	0.9%	3
Driven & dropped off	4.2%	14
Transferred from another Bus	19.9%	67
Transferred from BART	38.4%	129
Other	0.9%	3
answered question		336
skipped question		11

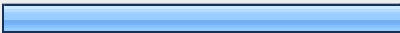







4. If you transferred, what bus route did you transfer from?

1st Route	1	2	5	9	15	17	21	25
From Route(s):	27.9% (19)	2.9% (2)	1.5% (1)	11.8% (8)	11.8% (8)	0.0% (0)	7.4% (5)	1.5%

5. Where are you going to on this trip? (Select all that apply)

	Response Percent	Response Count
Home 	20.1%	67
Work 	33.2%	111
Shopping 	25.4%	85
Doctor/Dentist 	8.1%	27
Recreational/Entertainment 	10.2%	34
Personal Business/Errands 	9.3%	31
School/College 	3.6%	12
Visiting Family or Friends 	8.7%	29
Other 	3.6%	12
answered question		334
skipped question		13

6. How will you get from this bus to your destination? (Select all that apply)




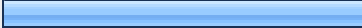



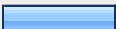

	Response Percent	Response Count
Walk 	60.2%	197
Bicycle 	0.9%	3
Drive & Park 	3.7%	12
Carpool & Park 	0.9%	3
Be picked up 	0.3%	1
Transferred to another Bus 	12.5%	41
Transferred to BART 	28.4%	93
Other 	1.2%	4
answered question		327
skipped question		20

7. If you transfer to another bus route, which one? (Select all that apply)

1st Route

	1	2	5	9	15	17	21	25
To Route(s):	30.4% (14)	4.3% (2)	4.3% (2)	17.4% (8)	8.7% (4)	0.0% (0)	10.9% (5)	0.0% (0)

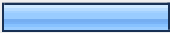

8. How would you have made this trip today, if this bus were not available? (Select all that apply)

	Response Percent	Response Count
Drive Alone 	10.7%	30
Carpool 	3.6%	10
Get a Ride 	12.1%	34
Walk 	54.6%	153
Taxi 	10.4%	29
Bicycle 	3.9%	11
Link	0.0%	0
Bart 	0.4%	1
Would not have made this trip 	16.8%	47
Taken another bus route 	7.5%	21
answered question		280
skipped question		67





9. How do you rate County Connection's service?

	Excellent				Very poor	Rating Average	Response Count
Frequency - How often the bus runs	78.0% (251)	17.1% (55)	4.0% (13)	0.9% (3)	0.0% (0)	4.72	322
On-Time Performance	75.2% (240)	16.6% (53)	6.9% (22)	0.9% (3)	0.3% (1)	4.66	319
Time bus starts running in the morning	73.7% (221)	14.7% (44)	9.7% (29)	1.7% (5)	0.3% (1)	4.60	300
Time bus stops running in the evening	64.1% (193)	14.6% (44)	12.0% (36)	6.6% (20)	2.7% (8)	4.31	301
Driver Courtesy	84.4% (271)	9.7% (31)	4.7% (15)	1.2% (4)	0.0% (0)	4.77	321
Cleanliness of the buses	86.3% (278)	10.6% (34)	2.5% (8)	0.6% (2)	0.0% (0)	4.83	322
<i>answered question</i>							327
<i>skipped question</i>							20

10. Have you visited County Connection's website in the past 30 days?

		Response Percent	Response Count
Yes		24.6%	65
No		75.4%	199
<i>answered question</i>			264
<i>skipped question</i>			83

11. How old are you?

		Response Percent	Response Count
20 years old or less		12.2%	36
21 - 31 years old		29.3%	86
32 - 48 years old		26.5%	78
49 + years old		32.0%	94
		<i>answered question</i>	294
		<i>skipped question</i>	53

12. In what city are you employed?

	Response Percent	Response Count
Alamo	1.9%	4
Antioch	0.5%	1
Bay Point	0.5%	1
Berkeley	0.9%	2
Concord	3.8%	8
Lafayette	0.5%	1
Martinez	0.9%	2
Moraga	0.5%	1
Oakland	2.8%	6
Orinda	1.4%	3
Pittsburg	1.4%	3
Pleasant Hill	2.8%	6
Richmond	0.5%	1
San Francisco	15.5%	33
San Ramon	1.4%	3
Vallejo	0.9%	2
Walnut Creek	53.5%	114
Other	10.3%	22



answered question 213

skipped question 134



13. In what city do you live?

	Response Percent	Response Count
Alamo	0.3%	1
Antioch	2.2%	7
Bay Point	1.5%	5
Berkeley	3.7%	12
Concord	15.4%	50
Lafayette	2.5%	8
Martinez	2.2%	7
Moraga	0.9%	3
Oakland	5.2%	17
Orinda	0.3%	1
Pittsburg	4.3%	14
Pleasant Hill	4.3%	14
Richmond	1.2%	4
San Francisco	3.7%	12
San Ramon	0.9%	3
Vallejo	0.9%	3
Walnut Creek	42.2%	137
Other	8.3%	27
answered question		325
skipped question		22

14. Do you have a driver's license?

	Response Percent	Response Count
Yes 	50.8%	164
No 	49.2%	159
<i>answered question</i>		323
<i>skipped question</i>		24

15. Was there a vehicle available for your use today?

	Response Percent	Response Count
Yes 	31.5%	98
No 	68.5%	213
<i>answered question</i>		311
<i>skipped question</i>		36

16. Additional Comments:

	Response Count
	116
<i>answered question</i>	116
<i>skipped question</i>	231

Additional Comments:

Answer Options	Response Count
<i>answered question:</i>	116
<i>skipped question:</i>	231

Number	Response Text
1	I wish all cities had a free connection to BART! I love the trolley concept.
2	Eve needs more schedule Sunday needs more schedule Please do not rename service.
3	Great service!
4	It is a wonderful service
5	Thanks
6	I like the service Its nice!!
7	Very good Free bus rid
8	The service is great and I know I'm not the only one who appreciates it. Thank you, Michael Flores
9	Would like riviera ave bus stop to come back.
10	This trolley is a great help for people have no other alternative transportation. Hopefully it will stay and good for Walnut Creek communities.
11	This is a great service provided to the public.
12	I use this service to go shopping and to the movies, coffee houses, Nordstroms.
13	This bus is a terrific service. Please keep it up!
14	Bolts on emergency ext door unsafe
15	Need buses that run later in the evening
16	I am happy county connection you are very committed to your work
17	The bus should run past 8 pm to run with mall hours.
18	The trolley is effecient & well run. Very glad the route was shortened about a year ago. The original route include stops within walking of BART and made no sens
19	Living Gree - thank you
20	My friends & I love the #4. It allows us to use many resources in Walnut Creek. Keep up the excellent work.
21	run the last #4 bus a little later like 8pm
22	I wish there were more complimentary services like this in other cities.
23	This is the best thing to happen to people who work, live, visted Walnut Creek it helps a lot Do Not stop what your doing.
24	Stan is the best bus driver he is very kind to the people who board the trolley.
25	Don't even think about cutting the free shuttle. Try to get the merchants from Broadway Plaza to contribute.
26	This bus is important because for people no have money.
27	Only complaint is the bus is never on time always 7-10 min late. I miss bart all the time.

Number	Response Text
28	Very good idea then rants.
29	Thank you for this service! Great idea!
30	Sometimes I take this bus because the parking lot at BART is too full.
31	The free shuttle and its drivers are wonderful. Making WC a better place.
32	Do not take the free bus of because its awesome and its such a great help!!!
33	The free buss is awesome its been a great help please don't take it off
34	I love yall
35	Great service. Would have walked instead if charged fare.
36	Please do not discontinue this service we really need it for holiday and weekend to bring people of the area to shop/go to restaraunts and Farmers Market. So many people depend on this service as the only means of
37	Please don't stop service.
38	Plz - Don't stop/Change
39	Please don't stop this bus. Poor people need to live.
40	Love this bus! Don't get rid of it!! Don't charge for it!
41	If this bus is taken away it will be a total disaster! If I have to walk to Montego I'll be dead and I cannot afford taxi, they're crooks!
42	Don't take this bus route out.Please.
43	Don't get rid of this bus.
44	I ride this bus often, and its availability is part of the reason I moved from SF to Walnut Creek
45	The blond bus driver is my favorite driver
46	Please, save route no. 4 for us, people who really need this. I'm disabled, need a knee surgery w/out bus no. 4 we will be locked out. Thank you in advance for your cooperation.
47	It would be nice to have a stop for the 4 bus by the library or close to
48	Later at nite.
49	Don't start charging for this bus.
50	The black lady Sujie
51	Keep good work up. Thanks
52	I only shop in WC when the trolley is running parking and drive makes it less fun.
53	I hope you don't take this bus away cuz this is really important and necessary to get to my job and school.
54	Keep the bus!
55	Excellent service/Helps cut down on pollution/Helps retail business
56	I think is great to have a bus that free for Walnut Creek residents. It helps me get to work and take my son places since I don't have a car or can't afford a fare regularly.
57	We love this service!

Number	Response Text
58	Please don't get rid of the free ride! It saves my life and a lot of people that I work with take it!
59	The driver must announce that the bus route is taking a break at Broadway Plaza. It is so rud and not customer friendly to simply stop and the driver walk off the bus.
60	I like this bus very much cause it has an 70's look it gets to its destination on time but the seat make you slide a little.
61	Very grateful for the free trolley/downtown service.
62	Love the BART Shuttle!
63	I use this bus approx 1 to 2 days most weeks to get to my Walnut Creek work location.
64	This bus is the only way to work. I would loose my job if not for this bus.
65	comments written in Spanish
66	Don't take this bus away/Nno shop Oakland
67	Please consider earlier times for commuters.
68	Please continue a good service.
69	Please keep this route going
70	Good service starts a whole lot later so students don't have to run to the bus
71	Be Blessed!
72	Please make another time schedule for the bus route in trolley - Bus generally in the morning, we prefer the 7:30 time instead of the 7:24 because we come from Pittsburg - riding the 93x and we need the later one
73	Very happy this service is available in the wonderful city of Walnut Creek
74	Sat and Sun 9:45 is late, first bus Rossmoor to BART. Only early run from Rossmoor and out of there - big help.
75	Some driver talk on their cell phone while driving. they also search for them while driving. This is dangerous, accidents can occur from distraction.
76	Need it earlier on the weekends! Other than that it is amazing and free!
77	I really enjoy taking this trolley. Not only is it free but it takes a very convenient route.
78	Good Service!
79	Keep up the good work!
80	I don't drive, I only take the bus. Thank you for servicing me.
81	We are staying in Walnut Creek as we are on holiday.
82	Please don't stop service. Ditto - #25 in Lafayette is deeply appreciated.
83	I like traveling on bus, very good service, very clean bus.
84	We love to visit Walnut Creek and using the free bus
85	We find this service a must for Downtown Walnut Creek
86	I comute this ride every day to get to my work, it's really helpful and fast and on time. I would really recommend this but to ride. Thank you.
87	The more often the better. San Ramon transportation needs help. Sometimes the bus stops running and I can't get home (21, 36)

Number	Response Text
88	Run later trams in the evening
89	First time on the bus
90	I rarely use this bus service. I cannot rate it completely because I never use it.
91	The trolley is great. It's my only way of getting out of the house. The drivers are so courteous.
92	I like riding the buses
93	I love this route, makes my day easy
94	Setting up another bus stop for the 104 up at Jack In The Box would be great
95	Keep the Trolley running
96	Excellent Service and Shuttle
97	Stanley is the best. More drivers should be like him, thanks
98	The driver in this trolley today (this time) is a nice man.
99	I like this service very much
100	Good drivers, especially Stan and Gerry
101	I hope the free bus could extend hours late in the evening for all the Broadway Plaza employees who commute.
102	Trolley is great - Drivers are A-1, especially Stan & Gerry
103	This trolley is an asset to the city of Walnut Creek, it encourages people from outside the city to visit and enjoy what WC has to offer.
104	I live right by the Pleasant Hill BART station & work in Broadway Plaza, so this bus makes my life much easier.
105	this trolley is an amazing asset to the city of Walnut Creek and community members and visitors
106	Great service, I use it all the time
107	I love the shuttle. I can get to Kaiser, shopping, BART, restaurant, etc.
108	Using the #4 is very important to me. I take it to work at least twice a week. I'm a student so having to pay or get rid of it would be difficult for me.
109	this route is very important to me. I'm old, do not drive and need often to go to visit doctors, shopping and / or see my friends.
110	With the #4 it is easy for me to go shopping at Macy's etc. If not here I will go to other places.
111	Please keep route 4 running, the seniors and shoppers need it.
112	Love taking public transit
113	I think the 104 route is a good route however route needs more service. Start earlier, run later
114	The only real complaint I have is twice between this week and last tow busses never showed up and the next driver only knew from passengers that there was no bus before him.
115	This Driver is the nicest guy in Walnut Creek and should be applauded for his professionalism.
116	Paying or free, I need this bus to go to my work. A lot of passengers need this bus for work.