

To: Marketing Planning & Legislative Committee

Date: November 25, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

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### **Subject: On Board Survey**

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#### Background:

Every three years County Connection conducts an on board survey of riders. In 2012 the survey was conducted by MTC using Redhill Group. This year staff is proposing to directly hire a consultant to perform the survey. The survey will be designed to collect basic demographics, information about ridership patterns and trip purpose, and information useful for future marketing. Board action is not required to release a Request for Proposals. A recommendation to award the contract will be brought back to the Committee for review prior to General Manager's execution of an agreement.

#### Details:

The survey will be extensive enough to provide route level detail so that it can be used when evaluating service modifications, expansion, and cuts. The demographics collected will be useful when conducting Title VI impact reports on fare and service changes. Transfer activity and fare payment information when cross tabulated with the demographics will help staff in determining the potential impacts of various fare mechanism changes the Board may consider in conjunction with Clipper implementation.

The survey needs to be conducted prior to the summer when student ridership drops therefor it is important to retain a consultant in the first part of 2015. The onboard survey will be funded out of the planning budget (\$40,000) which will be augmented with Short Range Transit Planning funds in the amount of \$30,000. The survey results will be a component of the short range transit plan. The cost of the survey is estimated to be \$30,000 to \$35,000.

The following questions were asked in the 2012 Survey. Most will be included so that we can see any trends. Staff will work with the consultant and refine the questions based on their experience.

#### Questions from 2012 Survey:

- Is Home Your Origin or Destination?
- What Was Your Trip Purpose?
- How Did You Get From Your Home to Your First Boarding Point?
- How Many Minutes Did It Take You to Walk From Your Home to Your First Boarding Point?
- How Many Miles Is It From Your Home to First Boarding Point?
- How Many Transfers Needed To Complete Your Trip?

- What Bus Did You Transfer From?
- Did You Transfer From BART?
- How Did You Get From Your Last Stop to Non-Home Destination?
- How Many Minutes Did You Walk to Your Non-Home Destination?
- How Many Miles Was It From Your Last Stop to Your Non-Home Destination?
- How Did You Pay For Your Bus Fare?
- Was That a Full, Adult Fare or Discount Fare?
- How Can The County Connection Be Improved
- If There Was No Bus, How Would You Have Made Your Trip?
- How Often Do You Ride The County Connection
- Do You Currently Have a Driver's License?
- Are You Currently Employed and/or a Student?
- How Do You Access the Internet?
- How Many People Are Employed in Your Household?
- How Many Drivable Vehicles Are Available To Your Household?
- What Is Your Age Category?
- Are You Hispanic, Latino or of Spanish Origin?
- What Is Your Race?
- Do You Speak a Language Other than English at Home?
- What Language Do You Speak at Home?
- Do You Speak a Language Other Than Spanish at Home?
- What is Your Total Household Income?
- Gender

Additional for 2015

- How do you get bus route and schedule information?
- Do you have mobile phone or device?
- Do you have access to the internet on your mobile phone or device?
- Do you know about County Connection's real time Bus Tracker?
- If you would like to be included on County Connection E-mail news blast list, please provide your email address.