

To: Marketing, Planning, and Legislation

Date: 2/01/2018

From: Sean Hedgpeth, Manager of Planning

Reviewed by:

SUBJECT: Onboard Passenger Survey 2018

Background:

Staff has retained our on-call planning consultant to conduct an onboard survey, to be conducted in late February. This survey is required to be conducted every three years for federal Title VI compliance. The data provides a demographic snapshot of our riders that can inform marketing and planning decisions, including fare payment, trip purpose, and trip origin-destination information. Our last onboard survey was completed in May 2015.

Project Schedule:

The final report will be presented at the MP&L committee as well as the full board in April. The tentative schedule is listed below.

Task	Timeline
Kick-off Meeting	1/10/2018
Data Collection Start Date	2/27/2018
Data Analysis/Draft Report	March
Final Draft	April
Presentation to Board	April/May

Financial Implications:

The survey cost is \$55,692, which is part of our existing on-call contract with Nelson/Nygaard. County Connection staff will support the survey supervision efforts as part of a cost saving effort.