

To: Marketing, Planning & Legislative Committee

Date: 6/4/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: MTC Transit 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 last completed a survey of County Connection's passengers in spring of 2012 and plans to complete the next one this fall, likely in September.

Survey Format and Schedule:

MTC plans to administer the survey by in-person interviews utilizing a tablet computer, as they have found that this method produces higher response rates with more complete and accurate data compared to traditional paper survey instruments. The survey will include standard questions that are required by MTC, including origin and destination information, trip purpose, fare payment method, and demographics. MTC also allows the operator to include a limited number of custom questions. Staff is proposing to include a question related to the recent service and fare changes, as well as a question about internet access.

A sampling plan will be developed in order to capture a representative sample of riders, with a goal of surveying about 5% of passenger boardings. A final report of the survey results will be presented to the MP&L Committee and Board of Directors once it becomes available.

Financial Implications:

None. All costs associated with the survey will be paid by MTC.

Recommendation:

For information only.